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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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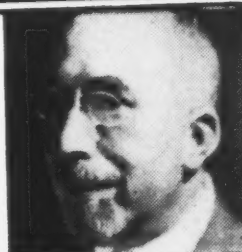
No. 23



STRIBLING



GLASGOW



SWINNERTON

MAUGHAM



DU MAURIER



MORLEY



BAUM



HACKETT



See Inside for
Quick
FACTS
about the
**DOUBLEDAY,
DORAN**
Fall List
● 1932

Important Announcement!

DANCING LADY

James Warner Bellah's novel now running in The Saturday Evening Post, the story your customers have been asking about, will be published on July 21st by Farrar & Rinehart. Price \$2.

Trade and customers' comments indicate the biggest success since "Young Man of Manhattan".

The ideal book for Summer vacation days

Coming Soon

THE OMNIBUS FLEMING STONE by Carolyn Wells

her four best in one volume

VICKY VAN SPOOKY HOLLOW THE CURVED BLADES
THE MYSTERY OF THE SYCAMORE

1322 pages. \$2.50

NATIVE TALES OF NEW MEXICO

introduction by
Mary Austin

Daily there is more talk of the people and legends of New Mexico—and these tales are told simply and directly by a man who knew more about them than any other.

Five full color illustrations by the author.

Bold
space
given this
book by reviewers the
country over.
We are backing it
To Sell.

by
Frank G.
Applegate

\$2.50

BANANA GOLD

by
Carleton Beals

author of
"Mexican Maze"

Illustrations by Carlos Merida. \$3.00



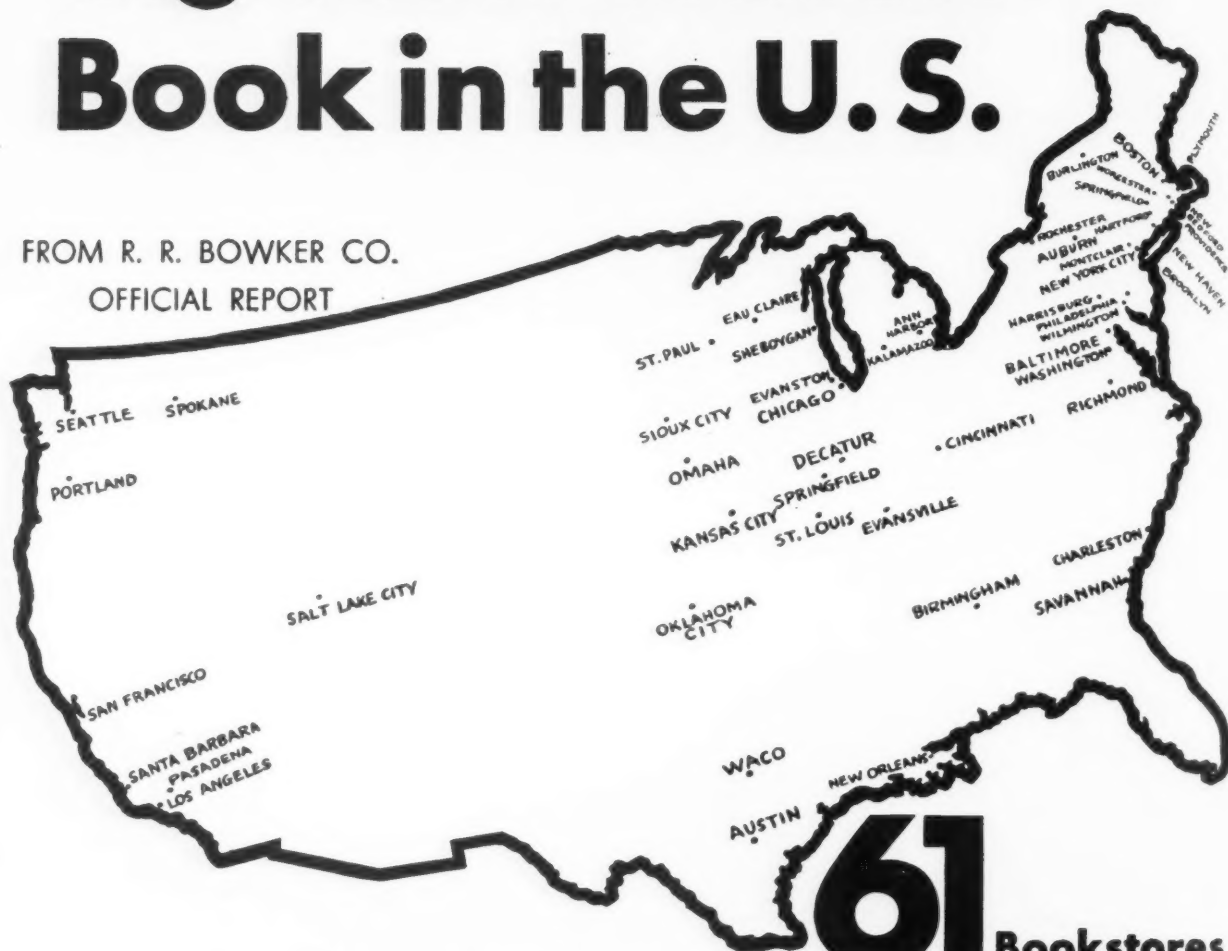
LIPPINCOTT
Copp, Clark Co., Ltd.

PHILADELPHIA
Toronto, Canada

6TH MONTH AS A BEST SELLER

Now It's the Best Selling Non-Fiction Book in the U.S.

FROM R. R. BOWKER CO.
OFFICIAL REPORT



The biggest profit-maker in American bookstores today; the non-fiction sensation of 1932. 6 months a best seller, gaining every month. The campaign of forceful advertising and promotion will be continued through the summer and fall. Stock it. DISPLAY IT!

61 Bookstores
in 50 Bookselling
Centres Report it as
"Best Seller"

By FREDERICK
LEWIS ALLEN

ONLY YESTERDAY

\$3.00 Illustrated HARPER & BROTHERS

Quick

Here are FACTS

about the DOUBLEDAY, DORAN Fall List • 1932

CODE:

- S—Recommended for Sales
- R—Recommended for Rentals
- L—Literary appeal; exceptional reviews
- P—For your most Particular People
- C—Continued sales assured
- 1—Over 50,000
- 2—25,000 to 50,000
- 3—15,000 to 25,000
- 4—7,500 to 15,000
- 5—3,000 to 7,500

Booksellers everywhere have told us how valuable they have found our "Confidential Bulletins." We are proud to have helped inaugurate this trend toward frankness in promotion. Now—in the following coded, tabloid review—we take pleasure in presenting one of the strongest lists we've published in 35 years. It's carefully built for the times. We believe you will find it *the leading list for sales* this Summer and Fall.

DOUBLEDAY, DORAN & CO., Inc., Garden City, N.Y.

JULY

R. S. STRIBLING

THE STORE

Second novel in a major American work which began with "The Forge." Has all the possibilities of a surprise like "State Fair" or "The Harbourmaster." July Selection Literary Guild. 571 pages. \$2.50



SRLPC 1

July 1

July 6

VICKI BAUM

SECRET SENTENCE



The story of a boy who, to prove himself not an amorous lap-dog, committed a great political murder. . . . A modern story of Cain. The complex richness of "Grand Hotel," plus new depth. Long, excellent reviews abroad. \$2.00

SRL 1

COMPTON MACKENZIE

OUR STREET

A Kensington childhood—a metropolitan "Cranford." The charm of Thackeray, the insight of R. L. S. In the manner of his much-praised "Sinister Street." 350 pages. \$2.50

LPC 5

VINGIE E. ROE

WILD HEARTS

Thrills, adventure, bloodshed in the New West. A "Western" by a woman; with more unusual romance appeal. \$2.00

SR 5

DAPHNE DU MAURIER

I'LL NEVER BE YOUNG AGAIN

The glory and folly of all our young years. For those who remember Conrad's "Youth," or this remarkable young author's own successful first novel, "The Loving Spirit." \$2.50

SRLP 4



July 20

FRENCH STROTHER

*MAID OF ATHENS:
A Novel of Today*

To write this glamorous portrait of a great actress, Mr. Strother resigned as a Secretary to President Hoover. He wrote, with Henry Morgenthau, "I Was Sent to Athens." \$2.00

SR 5

CHARLES ALDEN SELTZER
WAR ON WISHBONE RANGE

Seltzer's star is rising and this is his best book. Elrick Davis says: "He is to Westerns what Hemingway is to the modern realistic novel." \$2.00

SR 4

QUICK FACTS ABOUT THE DEAD

AUGUST

THE LONDON OMNIBUS

The most amazing galaxy of authors ever collected in one volume and all London writers. Like "The Week-End Library." August Selection Literary Guild. 1400 pages. \$2.50

August 1

August 3

ELLEN GLASGOW

THE SHELTERED LIFE



A story about the last famous Southern beauty. Strikes deep into the emotions. A rich, memorable novel from one who must be numbered among the four or five most important living American authors. \$2.50

FREDERICK R. BECHDOLT

HORSE THIEF TRAIL

Horses stolen, love almost stolen—here's the kind of Western which is bringing Westerns back. \$2.00

August 17

P. G. WODEHOUSE

HOT WATER

Wodehouse at top form in a mad melange of Americans at the Chateau Blissac. Might outsell "Fish Preferred." \$2.00

SEPTEMBER

September 7

HUGH WALPOLE

THE FORTRESS: A Novel

London after Waterloo; the Herries wealthy and powerful. Third novel in this great chronicle, of which *The Bookman* says: "Complete, it will be one of the major glories of English fiction." Wrapper by Edward A. Wilson. \$2.50



ISA GLENN

EAST OF EDEN

Literary New York—the portrait of a genius, a woman cursed with beauty. Introduces the author of "Transport" to our list. Will arouse discreet curiosity. \$2.50

ROBERT ORMOND CASE

WHISPERING VALLEY

A hard-riding young Texan wins a ranch in a poker game—3-Star Western by the author of "The Yukon Drive." \$2.00

ROBERT HICHENS

MORTIMER BRICE: A Bit of His Life

A handsome young lieutenant released from the dangers of war to the dangers of women. By the popular author of "The Garden of Allah." \$2.50

EDWIN EMERSON

HOOVER AND HIS TIMES

The past fifteen years of America run backward, like a motion picture reel. For readers of "Only Yesterday," etc. *Illus.* \$3.50

BEVERLEY NICHOLS

DOWN THE GARDEN PATH

At last—a gently humorous book about gardening. By the author of "Evensong." Rex Whistler illustrations. \$2.50

September 14

HAROLD LAMB

NUR MAHAL

The story of a brilliant, barbaric girl who—at the time of Shakespeare—was uncrowned ruler of the Moghul Empire. By the author of "The Crusades." *Richly illustrated.* \$2.50

E. F. BENSON

SECRET LIVES

Authors, publishers, literary critics charmingly satirized in a gay novel by the author of "Mapp and Lucia." \$2.00

RICHARD BLAKER

THE NEEDLE-WATCHER

A 15th-Century Robinson Crusoe in Japan—fiction based on strange fact. Columns of reviews abroad. Just the book to put over the author of "Medal Without Bar" \$2.50

September 21

NANCY HOYT

THREE CORNERED LOVE

Three young American luxury hounds in London. Gay, smart romance fiction. Last book, "Cupboard Love." \$2.00

MARGARET PEDLER

DESERT SAND

Everything happens that a girl can dream of. Exotic Eastern scene. Author of "The Kindled Flame." \$2.00

GENERAL PEYTON C. MARCH

THE NATION AT WAR

Unique among all war memoirs. A crisp, sensational story of the business of the World War—from the confidential point of view of the Chief of Staff. *Illus.* \$3.00

MATHILDE EIKER


THE BRIEF SEDUCTION OF JULIA

Brilliant, witty drawing-room comedy kind of novel. Sure to be Miss Eiker's greatest success. Last book, "The Senator's Lady." \$2.00

DEDAY, DORAN FALL LIST · 1932

OCTOBER


October 5

- | | | | |
|-----|--|---|---------|
| SR1 | RUSSEL CROUSE
<i>MURDER WON'T OUT</i> | Twelve famous unsolved murders, 1799 to now. A classic of its kind. Lavishly illustrated; by the author of "Mr. Currier and Mr. Ives." | SLP 4 |
| | | \$2.50 | |
| | KATHLEEN NORRIS
<i>TREEHAVEN</i> | The romance of four sisters, especially of Today's Daughter, who fell in love with a married man. For every other woman who comes into the shop. | SR 1 |
| | | \$2.00 | |
| SR1 | E. BARRINGTON
<i>ANNE BOLEYN</i> | Romantic story of the most beautiful of the famous six wives of Henry VIII. By the author of "The Divine Lady." | SR 3 |
| | | \$2.50 | |
| | CHRISTOPHER MORLEY
<i>HUMAN BEING</i> | "An attempt to isolate the fatal germ of human identity," a novel. Important, unique; Morley's best book since "Thunder on the Left." | SRLPC 1 |
| | | \$2.50 | |
| SR1 | PHILIP GIBBS
<i>THE ANXIOUS DAYS</i> |  | SR 2 |
| | | | |
| | | A novel in the manner of "The Age of Reason." For all fiction-readers and those interested in the world today. His last book, "The Golden Years". | \$2.50 |
| SR1 | LOTHROP STODDARD
<i>LONELY AMERICA</i> | America's position in the modern world; a startling, important study. Mr. Stoddard is author of "The Rising Tide of Color," a standard work. | SLPC 4 |
| | | \$3.00 | |

October 19

- | | | | |
|------|--|---|---------|
| SR1 | RUSSEL CROUSE
<i>THE AMERICAN KEEPSAKE</i> | A family album of America; the things that made us laugh and cry up to 1914. Richly, charmingly illustrated. Another seller like "Mr. Currier and Mr. Ives." | SLPC 4 |
| | | \$2.50 | |
| | BURTON J. HENDRICK
<i>THE LIFE OF ANDREW CARNEGIE</i> | Authorized biography of the ironmaster; also a story of how America's industrial empire was built. By the author of that history-making work, "The Life and Letters of Walter H. Page"; and three times winner of a Pulitzer Prize. 2 vols. | SRLPC 3 |
| | | \$7.50 | |
| SR4 | ETSU INAGAKI SUGIMOTO
<i>A DAUGHTER OF THE NARIKIN</i> | A modern Japanese novel. This author's "A Daughter of the Samurai" has sold since 1925; has had the greatest success of any non-fiction book about Japanese life. | SRLPC 3 |
| | | \$2.50 | |
| SL5 | DENIS MACKAIL
<i>IAN AND FELICITY</i> | The charming couple of "Greenery Street" married 10 years, moved to Peninsula Place. Thoroughly delightful. Keep in mind those who liked "Two People" and "Diary of a Provincial Lady." | SR1P 3 |
| | | \$2.00 | |
| SLP4 | RUBY M. AYRES
<i>SO MANY MILES</i> | Can a husband—half a world away—expect a young wife never to look at another man? First-rate romance thrills. Author's last book, "Changing Pilots." | SR 3 |
| | | \$2.00 | |
| SR1P | CYRIL HUME
<i>MY SISTER, MY BRIDE</i> | First novel in three years from the author of "Wife of the Centaur," compares with D. H. Lawrence, Ernest Hemingway. Must be numbered among this fall's important books. | SR1C 2 |
| | | \$2.00 | |

October 26

- | | | | |
|------|--|---|---------|
| SR1 | FRANK SWINNERTON
<i>THE GEORGIAN HOUSE</i> | A haunting novel, laid in an old house on the south coast of England. One of the best things the author of "Nocturne" has ever written. | SR1P 3 |
| | | \$2.50 | |
| | THORNE SMITH
<i>THE BISHOP'S JAEGER</i> |  | SRPC 3 |
| | | | |
| | | A ferryboat—a bishop—a nudist colony—and young love. The maddest novel from America's favorite humorist. All Thorne Smith titles are in constant demand. | \$2.50 |
| SR2 | O. HENRY MEMORIAL AWARD
<i>PRIZE STORIES of 1932</i> | Edited by Blanche Colton Williams—One of the finest properties in the book business, this year in its 14th and probably its best all-star volume. | SRLPC 4 |
| | | \$2.50 | |
| SR1P | V. SACKVILLE-WEST
<i>FAMILY HISTORY</i> | A novel of the hopes and tragedies that go into the making of an English family. Re-introduces characters from "The Edwardians" in a scene that recalls "Knole and the Sackvilles." | SRLPC 2 |
| | | \$2.50 | |

NOVEMBER

November 9



STEPHEN VINCENT BENÉT
WESTERN STAR

The saga of America moving westward; the covered wagon, the dusty Ford, both following a vagrant star. A cycloramic epic to stand beside "John Brown's Body," perennial best-seller. \$2.50

W. SOMERSET MAUGHAM
THE NARROW CORNER

The story of a fugitive who made his own terms with life. Scene, Malaya; somewhat like "Rain." Next to "Of Human Bondage" Maugham's most intensely individual novel. \$2.50

BOOTH TARKINGTON
WANTON MALLY



Light-hearted romance of the days of Charles II, of a golden-haired hoyden and a gallant turned Quaker. A romantic companion-piece to the beloved "Monsieur Beaucaire." Illustrated by Joseph Simont. \$2.00

ROOSEVELT AND RICE
TAPS

An anthology of famous war verse compiled by Theodore Roosevelt, Jr. and Grantland Rice. Illustrated by Capt. John Thomason. Seller like "Heart Throbs" \$2.50

November 16

GRACE S. RICHMOND
BACHELOR'S BOUNTY

A gay young bachelor tries to hide away from romance in a tumbledown Connecticut village. Charming, human—Mrs. Richmond's most perfect love story since "Cherry Square." \$2.00

FRANCIS HACKETT
THE LIFE OF FRANCIS I

The story of a man who shared the world with Henry VIII and Charles V and of the women who influenced his life. Hackett's "Henry VIII" is a modern classic. Illus. \$3.00



QUICK FACTS ABOUT CRIME CLUB FALL BOOK

We believe the Crime Club list for this fall to be the finest we have ever offered. Detective stories have stood up under the present market better than almost any other class of fiction. Carefully selected titles like these will help to make that true again this fall. Read this list of titles carefully. It represents the best list, month in and month out, that can be offered you.

July 6	MIGNON G. EBERHART	<i>Murder by an Aristocrat</i>	\$2.00	SRLP
	THE EDGAR WALLACE BARGAIN BOOK (over 1000 pages)		\$1.98	SRLP
July 20	STEPHEN CHALMERS	<i>Blood on the Heather</i>	\$2.00	SR3
	AUSTIN MOORE	<i>The House of Lies</i>	\$2.00	SRP4
	H. C. McNEILE	<i>Bulldog Drummond Returns</i>	\$2.00	SRP4
Aug. 3	ANTHONY BERKELEY	<i>Murder in the Basement</i>	\$2.00	SRLP
Aug. 17	EDGAR WALLACE	<i>When the Gangs Came to London</i>	\$2.00	SRLP
	LESLIE CHARTERIS	<i>The Saint vs. Scotland Yard</i>	\$2.00	SR5
	RICHARD KEVERNE	<i>At the Blue Gates</i>	\$2.00	SRP3
Sept. 7	PHILIP MACDONALD	<i>Rope to Spare</i>	\$2.00	SRLP
Sept. 14	MRS. BAILLIE REYNOLDS	<i>The Missing Two</i>	\$2.00	SR5
	SAX ROHMER	<i>Title undetermined</i>	\$2.00	SRP2
Sept. 21	ROGER SCARLETT	<i>Murder Among the Angells</i>	\$2.00	SR3
Oct. 5	H. C. BAILEY	<i>The Red Castle Mystery</i>	\$2.00	SRLP
Oct. 19	VAN WYCK MASON	<i>The Branded Spy Murders</i>	\$2.00	SRP3
	G. D. H. & M. COLE	<i>The Death of a Star</i>	\$2.00	SR2
Oct. 26	EDGAR WALLACE	<i>Mr. Reeder Returns</i>	\$2.00	SRLP
Nov. 9	RUFUS KING	<i>The Secret Agent</i>	\$2.00	SRLP
Nov. 16	HENRY HOLT	<i>Murderer's Luck</i>	\$2.00	SR2
	C. P. SNOW	<i>Death Under Sail</i>	\$2.00	SR5
Dec. 7	MIGNON G. EBERHART	<i>The White Cockatoo</i>	\$2.00	SRLP

CODE: S—Sales

1—Over 30,000

R—Rentals

2—15,000—25,000

L—Literary appeal

3—10,000—15,000

P—For Particular People

4—7,500—10,000

5—3,000—7,500



THE CRIME CLUB, Inc.

Garden City, New York

★ Because of prevailing conditions, these books have been selected with unusual care. We therefore ask that you judge them on their individual merits. ★

COUP D'ETAT: The Technique of Revolution By CURZIO MALAPARTE

Here is the handbook for the modern revolutionist, from the pen of a man who has seen many of Europe's post-war insurrections at first hand. The nineteenth-century Napoleonic model of the *coup d'Etat* has been superseded by a cold, efficient Marxian technique, first and most brilliantly used by Trotsky in 1917. The October Revolution of the Bolsheviks has rendered useless all the traditional methods of safeguarding the modern state from overthrow: it has changed insurrection from a picturesque drama to a machine.

Such is the thesis of Signor Malaparte's book, which is at the same time a brilliant account of modern dictators—Lenin, Trotsky, Mussolini, Pilsudski, Primo de Rivera—and the means by which they came to power. The book closes with a caustic analysis of Adolph Hitler, present aspirant to dictatorship in Germany. It is a volume which inevitably recalls Machiavelli's *Prince*, as a realistic and ruthless account of modern statecraft. June 17th. \$2.50.

THE PILOT COMES ABOARD By WILL LEVINGTON COMFORT

"A lifetime of delight in the sea and all her concerns has gone into the making of this book. One writes, or tries to write, the story he has always wanted to read," says the author. "The Pilot Comes Aboard" is, on the narrative plane, the story of Roger Drayton, an aristocratic Southern youth, with the lure of the sea in his blood. Unable to resist its call, he goes down to the sea in ships and takes the whole globe for the field of his adventures.

The book may be enjoyed as a thrilling tale of adventure, but it is more. What that is may be left to the sensitiveness of the reader. *Note: Not often does an author follow one literary success with another but it is not unlikely that many people will enjoy this book even more than they did Mr. Comfort's last book, "Apache." The Dutton Prize Book for June. June 23rd. \$2.50.*

OLD NEW YORK FOR YOUNG NEW YORKERS

By CAROLINE D. EMERSON

author of "Mr. Nip and Mr. Tuck," "A Hat Tub Tale," Etc.

ILLUSTRATED BY ALIDA CONOVER

The first modern comprehensive history of the City of New York simply and vividly written for children. It is history written with humor and imagination, but with careful consideration for accuracy. Through the book runs a thread of national history so that the child is led on naturally to wider fields of interest. It is fully illustrated with over 80 maps and pictures; many of the latter copies of old prints. (Ages 7-14). June 21st. \$3.25.

MASQUERADE By JO VAN AMMERS-KULLER

"All women wear masks," says Jo Van Ammers-Kuller. "Should they be torn off?" Tina van Ravensberg assumed a mask to hide her unhappiness when she failed to attain the marriage her heart desired—a mask of pretended happiness in the marriage arranged for her and in motherhood which followed. Suddenly the man she first loved re-appeared and in the shock of his returning she lost her Dutch equilibrium. In a fit of ungovernable passion, the mask was torn off. An arresting novel by the author of "The Rebel Generation." June 24th. \$2.50.

★ FROM THE HOUSE OF DUTTON ★

Here is our Summer and Fall List for 1932 (except Juveniles); every novel and book of non-fiction which we now expect to publish before Christmas; only 29 titles as compared with 34 last year, 35 in 1930, and 42 in 1929.

Date	Class	Title—Author—Price	Ad- ver- tis- ing	Appeal			First Printing	Estimated Sale This Year
				Ren- tal	Coun- ter Sale	Li- bra- ry		
June 3	F	VOICES FROM THE DUST by Jeffery Farnol \$2.50	1	b	b	b	5000	5000-
	N	A BUBBLE THAT BROKE THE WORLD by Garet Garrett \$1.00	1	d	c	c	3000	3000-
	F	UNDERTOW by A. Hamilton Gibbs \$2.50	3	a	a	a	25000	35000-
	C	CLERICAL ERROR by Anthony Rolls \$2.00	1	b	c	c	3000	3000
July 15	C	MURDER INTENDED by Francis Beeding \$2.00	1	b	c	b	5000	4500
	W	ROCKING ARROW by B. M. Bower \$2.00	1	b	b	b	6000	8000
	C	SHUDDERS AND THRILLS: The Second Oppenheim Omnibus \$2.50	2	b	a	a	10000	12000
	F	A PREFACE TO DEATH by Fred Rothermell \$2.50	2	b	b	e	3000	6000+
Aug. 12	N	CITY OF ENCOUNTERS by Thomas Burke \$2.50	1	e	d	b	1500	1500
	F	*LARK ASCENDING by Mazo de la Roche \$2.50	3	a	a	a	15000	30000
	W	SHORTGRASS by Hal G. Evarts \$2.00	1	b	c	b	5000	4500
	F	BIG BUSINESS by A. S. M. Hutchinson \$2.50	2	a	a	a	15000	25000-
	F	RAMONA, Gift Edition by Helen Hunt Jackson \$3.50	1	e	b	b	5000	3500
	B	LADY CAROLINE LAMB by Elizabeth Jenkins \$2.75	1	e	d	c	1500	1500

Key. F = Fiction. C = Crime Story. W = Western. B = Biography.
N = Non-Fiction.

Initial Advertising Appropriations:

1 = under \$1000. 2 = \$1000 to \$2000. 3 = over \$2000.

Appeal is coded according to the system used in "The American News of Books."

First letter shows our opinion of HOW IT WILL RENT

Second " " " " " HOW IT WILL SELL

Third " " " " " ITS SUITABILITY FOR A
SMALL PUBLIC LIBRARY

a = essential, b = very good, c = adequate, d = fair enough in some shops, e = doubtful, o = very doubtful.

*An Atlantic Monthly Press Book.

We believe that this list is practically "depression-proof", long on titles sure of large sales, short on potential "duds."

Our seven books for boys and girls will be announced later.

Date	Class	Title—Author—Price	Ad- ver- tis- ing	Appeal			First Printing	Estimated Sale This Year
				Ren- tal	Coun- ter Sale	Li- bra- ry		
Sept. 9	F	*PEKING PICNIC. Atlantic \$10,000 Prize Novel, by Ann Bridge \$2.50	3	a	a	a	20000	50000+
	B	*JOHN QUINCY ADAMS: Old Man Eloquent, by Bennett Champ Clark \$4.00	1	d	c	b	2500	4000+
	B	SARAH, DUCHESS OF MARLBOROUGH by Kathleen Campbell \$4.00	1	e	d	c	1500	1500
	B	MARK TWAIN'S AMERICA by Bernard De Voto \$4.00	2	d	c	b	2500	4000+
Oct. 3	N	THIS COUNTRY OF YOURS by Morris Markey \$3.00	2	b	a	a	5000	10000+
	F	THE SLEEPWALKERS by Hermann Broch \$3.00	1	e	d	e	2500	1800
	C	THE CASTLEFORD CONUNDRUM by J. J. Connington \$2.00	1	b	c	b	5000	5000
	B	THE REGENT AND HIS DAUGHTER by Dormer Creston \$3.00	1	e	d	e	2000	1700
	N	*MUSSOLINI'S ITALY \$4.00 by George La Piana and Gaetano Salvemini	1	d	c	e	1500	2000+
	F	*MUTINY ON THE BOUNTY, by Charles Nordhoff and James Norman Hall \$2.50	2	c	b	a	5000	7000+
	F	THE OSTREKOFF JEWELS by E. Phillips Oppenheim \$2.00	2	a	a	a	20000	20000+
	N	AMERICAN POETS, 1630-1930 Edited by Mark Van Doren \$3.75	2	e	c	a	5000	3500
	F	CHARMIAN, LADY VIBART by Jeffery Farnol \$2.00	2	a	a	a	15000	20000
Nov. 18	N	HORIZONS by Norman Bel Geddes \$6.00	1	o	d	e	2500	1500
	B	MEMOIRS OF PRINCE VON BÜLOW, IV Early Years and Diplomatic Service \$5.00	2	e	c	b	2000	2000

In presenting these estimates, present business conditions have been taken strictly into account. They are not meant to be over-optimistic. We are, however, confident that the sales marked + will exceed the figures given by far more than the others can possibly fall short.

LITTLE, BROWN & COMPANY

**Coming June 16 --- two important
books for summer sales!**

A new edition of that scandalous predecessor
to VILE BODIES



DECLINE AND FALL

by **EVELYN WAUGH**

Being the amazing misadventures of Paul Pennyfeather — from theological student to fashionable bridegroom to white slaver to corpse! With satirical illustrations by the author. A colorful, zippy jacket by Gardner Rea. **\$2.50**

By the winner of *Prix du Roman d'aventures*
for 1931

SIX DEAD MEN

by **ANDRÉ STEEMAN**



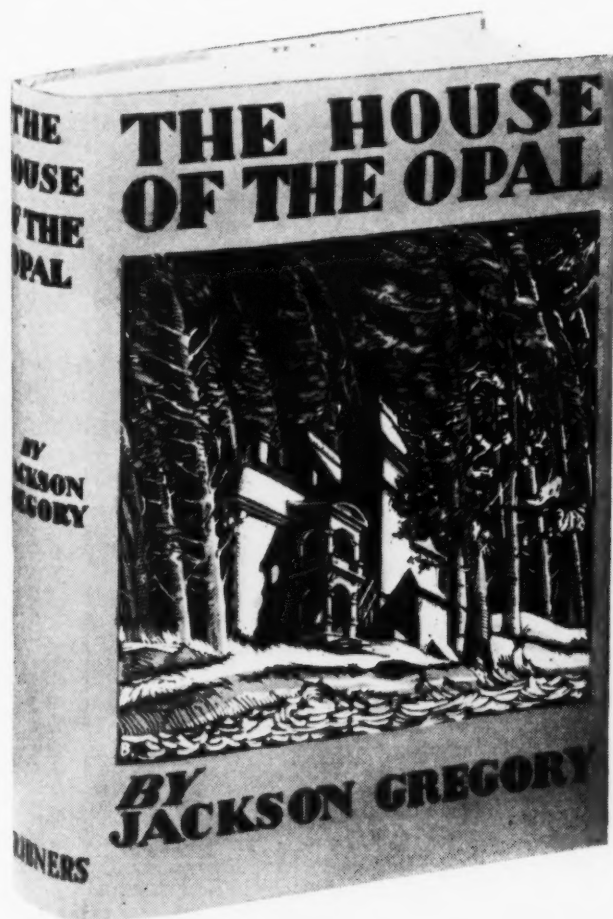
Stephen Vincent Benét told us about this one. It's about six friends who travelled the world over to find fame and fortune, but who found bloody death waiting for them in Paris, when they returned. Few thrillers move with such breath-taking speed as this one by a continental Edgar Wallace. **\$2.00**

FARRAR & RINEHART

9 East 41st St., N. Y.

128 University Ave., Toronto

Two Big Printings Before Publication



Jackson Gregory

here turns his hand to a mystery story with all the cunning of plot, swift surge of exciting situations and boldness of background that have made his Western stories sure-fire sellers for a dozen years. The scene of his new book is a sinister mansion built by a madman on the lonely shores of a California mountain lake, where nine men meet on a mysterious mission and swift, inexplicable death strikes them down one by one until a new kind of criminal investigator uncovers the secret of

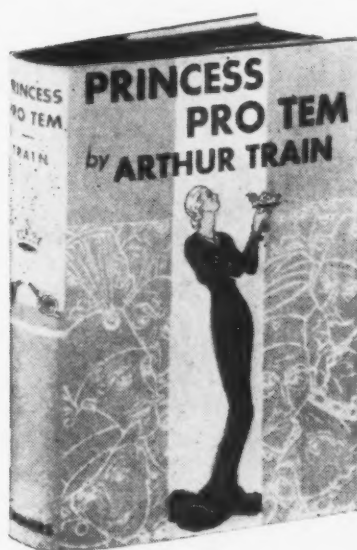
The House of the Opal

coming Friday, June 10th. \$2.00

and on July 15th you will begin to sell another story packed full of entertainment for summer readers

Princess ProTem by Arthur Train

The adventurous love story of an American girl who was also a Balkan princess. \$2.00



CHARLES SCRIBNER'S SONS, NEW YORK

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Published, July 28, 1932

\$2.00, 320 pages

CI-FR

ORCHIDS

PERKINS



The AUTHOR

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RAND McNALLY & COMPANY

New York

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AUTHOR:

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THEME:

Wall gives our lady readers what they want, a strong question and a strong answer. Here is a new and civilized angle on what a woman should do who finds her husband unfaithful to her during her time of helplessness.

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THE MARRIAGE RITE

by EVANS WALL

July 1st

ALFRED H. KING

Publisher

432 Fourth Avenue

New York

RIDERS OF THE OREGON

by Charles Wesley Sanders

AUTHOR:

The author of *Trouble Range* and *Crimson Trail*, etc., comes across with another cow country thriller.

THEME:

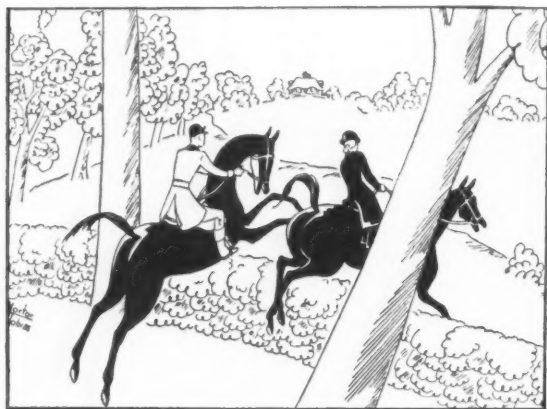
When Bill Carey accidentally witnessed the brutal murder of Old Man Stevens the stage is set for a fast-moving story of mystery and intrigue.

MARKET:

All your regular Western fans and then some! \$2.00

July 1st





Gentlemen! Lift your stirrup-cups to a *thoroughbred!*

Fair women and fine horses—their appeal is irresistible. It is in this book, a splendid and stirring novel out of England by a new writer who is destined for great things. In the lovely Irish countryside the dynasty of the Chevingtons seemed likely to go on forever. Women as well as men were hard livers and harder drinkers. They lived and loved mostly on horseback behind the hounds and at night they gathered around great peat fires in their time-worn, dank halls. But the War, and the Sinn Fein with their burnings and their murder of the aristocrats on every hill ended all that. . . .

A thoroughbred of a book, gentlemen! It lives and breathes of the turf, of warm sunny days and the smell of leather and sweat in the paddocks; of nights of magic under bright Irish

stars and days of trouble when the landowner became less than the poorest peasant. No man who has ever flung leg over saddle, or tempted trout with a gay feather, or no woman who has walked under blue skies or experienced love can fail to yield to its charm. In England they are (and this is a report, not a publisher's wish-fulfilment) raising great shouts over it. Over here, a noted sportsman and himself a leading publisher of fine sporting books (THE DERRYDALE PRESS) has seen a copy and writes:

I have read your new book, MAD PUPPETSTOWN, by M. J. Farrell, with great pleasure. It is refreshing to find a well written novel in which the sporting lore is absolutely correct and obviously written by one who is a real sportsman. This is particularly important in a novel about Ireland, for Ireland and sport are synonymous. All the while I was reading this fascinating book I was reminded of Somerville and Ross—which is the highest praise I can give a book on Irish country life.

Eugene Claret

And the charming and gracious author of *The Perennial Bachelor* says:

Someone lent me a copy of "Mad Puppetstown," which I have just read and reluctantly returned. I really can't help writing to tell you what pleasure the reading of that book gave me. It is fresh and lovely and honest and funny. I do congratulate you on publishing it!

Anne Carroll

It is refreshing and different. It is distinctly headed for success.

MAD PUPPETSTOWN

by M. J. FARRELL

June 16

FARRAR & RINEHART

\$2.00

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 4, 1932

The Personal Bookshops

William E. Harris

A New England Bookshop Chain that Maintains Individuality in Each of Its Branches

STEADY, CONTINUOUS expansion along one definite and fairly unique line, has been the happy destiny of the Personal Bookshops in Boston, Massachusetts. In the spring of 1925 John C. Campbell and Adah Hall opened their first store, occupying a reconstructed coal-hole underneath the sidewalk of Newbury Street. Two years later they started another unit, also in the Back Bay, on St. James Avenue. This was followed in May, 1928 by the Charles Street branch at the foot of Beacon Hill, and in 1929 by the first suburban shop, located in the busy Coolidge Corner district of Brookline. 1930 saw the beginning of the Harvard Square, Cambridge, store, which had to face the competition of at least four existing and highly successful bookshops. Now in 1932 a third suburban unit is being started in Newton, while at the first of the year the St. James Avenue shop, which serves as central headquarters, moved a few doors down the street so that it might use all three floors and basement of an old-fashioned red brick house.

The Personal Bookshops represent an unusual combination of individually operated stores reaping the benefits of a centralized distribution and office force. Each unit has its own manager, supervised in turn either by Mr. Campbell as proprietor or Miss Hall as general manager. All the branches while following a uniform design, achieve an individual character of their own. Generally the shop occupies a single narrow room, divided in the middle by a long counter. The books for sale

are displayed on this or on one side, where long, high shelves—in similar attractive walnut finish—lead back to the workroom in the rear. In the new St. James Avenue unit Mr. Campbell has experimented for the first time with a definite separation of the sales and lending library divisions. Gold lettering on both the large basement and first floor windows call attention to this fact.

The sales room on the first floor is a light sunny New England parlor decorated in soft green and cream with a fireplace and glass doors opening on the business and private offices in the back. Comfortable wooden benches are scattered here and there. Mr. Campbell believes in an atmosphere which pleases the customer yet focuses his attention on the books. Important current books, often just off the beaten path of popularity, are left casually on the mantle and table so that readers may discover them personally. In the library especially non-fiction has been sprinkled in among the fiction with good results.

It was largely an accident that the Personal Bookshops developed primarily as a lending library and secondly as a group of community bookstores, for Mr. Campbell and Miss Hall entered the retail field with the special idea of selling books. Mr. Campbell graduating from Dartmouth College, had been for several years with the private library department of Houghton Mifflin Company, while Miss Hall had managed the various personnel book

clubs in the insurance company with which she was previously connected. Finding, however, that because of their limited experience the lending library in the initial Newbury Street store built up more quickly than the straight bookselling end, they decided to emphasize the former.

Today, both Mr. Campbell and Miss Hall feel that a lending library hurts regular selling; yet many of their best customers are those who read books before buying them. June is the best month for sales, when friends buy for sailings and weddings. One typical result of the present policy, especially in Brookline and Cambridge, is the number of library clients, who buy several copies of a book after reading it. It has always been a practice to urge readers to become buyers, but after seven years customers of long standing still express surprise that books are sold as well as lent. A window display featuring a single book helps the sales division, Mr. Campbell finds, but hurts the library, because readers of all kinds—the serious ones as well as those preferring love story, adventure, westerns and mystery of the better sort—depend on windows for suggestions. Also the customers like to choose the books they take home from a group of talked about titles. But there are many authors living in Boston and occasionally a window solidly featuring a new book by one of them helps both library and sales.

Sidelines do not pay, according to Mr. Campbell. The Personal Bookshops have tried candy, cards, book-covers and even newspapers. This year, however, they are eliminating all of them except puzzles and possibly Christmas cards. But even here Mr. Campbell thinks the time and money might better be invested in pushing books. "Sidelines," says Miss Hall, "are useful only in holding a few regular customers."

The success of the Personal Bookshops represents an almost perfect example of the success attending a definite program built to fit a specific community need. Boston in 1925 had many conveniently located bookstores, but only one lending library devoted to the better grade of books, novels like "Susan Spray" or the latest Deeping title. There was practically no place where readers could borrow serious non-fiction books. And among the older,

more conservative persons of moderate wealth a large class, even then, had formulated the opinion that not all the titles they wished to read, were worth owning. "These people," declares Mr. Campbell "were largely being overlooked in the search for sales." Therefore, they went either to the Boston Athenaeum, if they were members, or the Old Corner's lending library as soon as it was established. Today, they have become a most important item to be considered in every bookshop's program. But in a day when the population trend was definitely towards suburban apartments, both the Athenaeum and the Old Corner were downtown. The Personal Bookshops were fortunate to come in on the lending library's first wave of popularity, when it was still a novelty. Mr. Campbell and Miss Hall found a distinct demand for a small local bookshop, "just around the corner," particularly one keeping open on Saturday evenings. But the Personal Bookshops catered in 1925, as they do now, especially to the many latent but intelligent readers among the executive and professional classes, who previously had considered themselves "too busy" to read much of the current literature. In an urban district so heavily populated by educational institutions of all kinds as Boston, Mr. Campbell believes many people who would nominally be book buyers are discouraged by the pressure of their professional work and the necessity of keeping up with books in their field—many of which are placed in their hands by the publishers for critical examination. But they welcome the bookshop able to keep them posted outside their specialty at the minimum expenditure of time and money.

The Personal Bookshops have been very successful in meeting the particular tastes of divergent communities. The clientele for example at Coolidge Corner is largely Jewish and hence interested in serious reading linked with racial and world topics, while the Cambridge shop stocks a very different range of scholarly and non-fiction titles. In Charles Street on the other hand the call is for sophisticated fiction as contrasted with the lighter titles in the other branches. These elements are difficult to fuse, yet they must be if books are to return a profit.

It is here that the individual shops benefit from a closely coordinated central distribution. The local managers make calls for so many copies of a single title and each purchase by Mr. Campbell or Miss Hall in lots ranging from one to two hundred, is based on a careful addition of the probable popularity in each separate branch. The different reactions are checked in advance in two ways: Up-paid readers—eight or ten whose past judgment has been found good—report on a carefully worked out form as to the value of most of the adult books. A doctor for example handles non-fiction and in every case where a doubt may exist, two or three opinions are gathered. In the juvenile field one paid reader files the reports. Second, before large orders go out, the results of publication date released books are collected by the clerks. New fiction titles by well-known authors or writers who have achieved an outstanding success are always watched in these two ways.

As books drop out of the new title class branch managers are expected to weigh them carefully. Books subject to call are shuffled from one unit to another, or drawn from the central reserve. Thus, each branch is given a color, and delivery clerks as they drive around each day pick up the colored cards bearing a list of the books wanted. The following day they can report whether these are available and, if not, whether they will be stocked. The waiting list for any book, so far as possi-



Entrance to the new St. James Avenue branch of the Personal Bookshops

ble, is governed by the rule of thumb that whenever more than twenty readers are waiting for ten copies, an extra one is



Interior of the St. James Avenue Shop, showing the informality of arrangement

released. In the case of perennially popular authors like Deeping, Bromfield, or Margaret Deland, fair copies of old titles are held for the calls which will be renewed when later works are published. The freshness of the library books is maintained by substituting a clean inexpensive gray dust paper cover. The regular jackets are used only for display purposes on the shelves. The elimination of dead stock represents Mr. Campbell's biggest problem, especially as the fact that the shops are relatively small places the highest premium on shelf space. Unit managers to a certain extent get rid of their own plugs as occasion offers either by individual or periodical special sales. The central office handles the remainders, usually once a year, relocating them for the June sales to customers or passing them on in bulk to the cheaper two and three cent lending libraries. The quality of the stock carried, however, limits this market, and it was partly to build up a supply of recallable titles that Mr. Campbell undertook the new St. James Avenue branch with its greater room for storage.

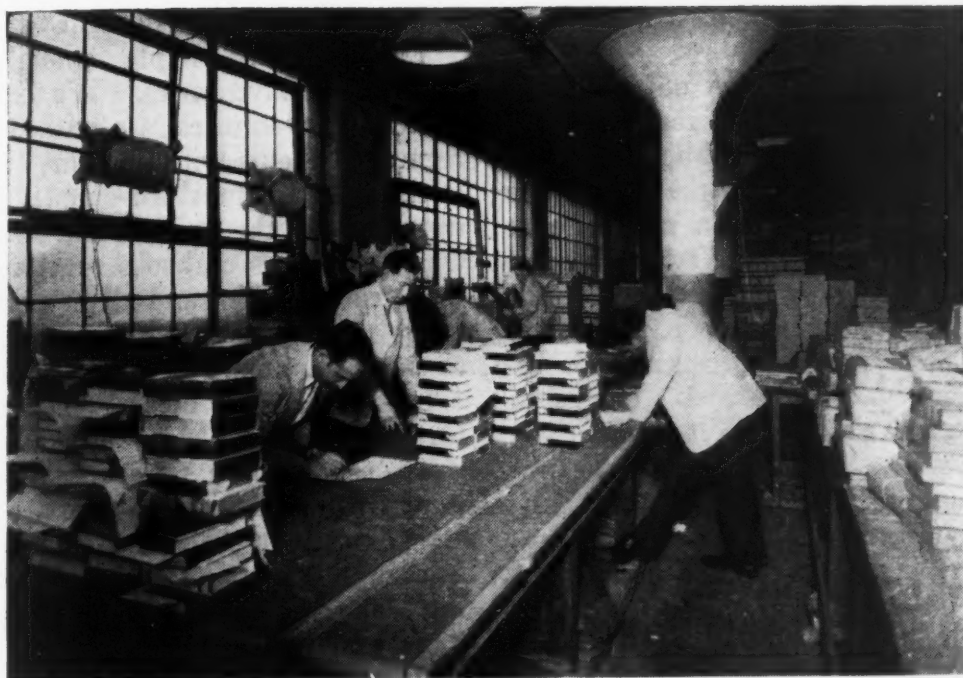
The cutting of unnecessary overhead is one means by which the Personal Bookshops increase their ability to give every customer personal service. Practically no advertising or direct circularization is done, although mail orders are handled extensively in the library and sales. Occasionally when a new unit opens the fact is announced in the local papers. But word-of-mouth praise from satisfied customers Mr. Campbell believes to be the best means of developing new business. So clerks are carefully chosen to please all types: one bookish, one business-like, one likely to attract young and another elderly patrons. Follow up sales are gained chiefly by friendly response to customers' reactions. Publishers' cards slipped into books whenever they go on the shelves, help a great deal in this. "We try in every way possible," says Miss Hall, "to get people to talk not only about books, but also about themselves, their problems and those of their friends."

In the lending library the simplest possible records are kept. Thus, once a month inventory is made by merely counting the number of books, while twice a week the record of active accounts is closely figured.

This, with each reader's card—which shows what books he has out—constitutes all available records. It might seem insufficient but for the fact that Miss Hall continually cautions her managers to keep at least one copy of popular titles in reserve for the new customer bound to come in unexpectedly. Although the Personal Bookshops allow lending library charge accounts, Mr. Campbell states the only important collection troubles arise from "dead" accounts—persons losing their jobs and forced to move away. To guard against this both home and business addresses are required and obvious transients must pay a small bond, which takes the place of the usual registration fee.

Central supervision, the purpose of which is constantly to increase and extend the efficiency of each branch's contact with its customers, Mr. Campbell considers one of his greatest problems. In Dorchester and more recently in various summer resorts the Personal Bookshops have experimented with stores managed through agents. The plan was also briefly tried of having a salesman visit the public libraries of New England. But Miss Hall and Mr. Campbell both believe the success of their combined library and bookshop, meeting as it does the needs of a community's highest type of readers and book buyers, must always depend on the centralized scheme of stores operated individually from within.

It is an essential part of the plan that each of the clerks in every branch know as many as possible of all the customers intimately. Frequently the girls live in or come from prominent families in the community, and thus have a personal following as well as a special basis for friendly understanding. But any information gained is passed along, so that when Mrs. Brown comes in any clerk in the shop can extend her a personal greeting and play up intelligently to her angle on any problem or bit of community news that may ensue. Finding that the Personal Bookshops understand them and their problems and meet their taste in good books, customers bring in their friends and children. Thus in an ever-widening circle the various branches are given the task of building book habits and libraries for substantial members of the community.



Where orders are assembled and checked preparatory to packing and shipping

The Publishers' Shipping and Service Company

A Privately Owned Shipping Service that Is Proving the Economy of a Combined Shipping Department

WE WANDERED INTO the Publishers' Shipping and Service Company's headquarters on 26th Street over near the Hudson River one day last week because someone had told us it was something we should look into. It was. In the first place we learned that no matter how good the editorial, production and sales staffs of a publishing house are, the organization breaks down unless there is an efficient shipping department. At least that is what Jack Bloomberg and his partner, Mike Weisman, claim, and they should know. They are old hands at shipping. Jack spent 24 years with the H. Wolff Estate and Mike 15 years with George H. Doran before they went into their own venture.

A year or so ago several publishers decided to run a combined shipping department and got these two men to operate it for them. It was so successful that at the first of this year the two men took the

business into their own hands. It is now independent of any publishing house. At present Farrar and Rinehart, Long and Smith, Vanguard Press and the Radio Technical Company use the service, thereby saving themselves the trouble and expense of running their own shipping departments. The two owners hope they will be able to interest more houses before long.

After the publisher has contracted for the printing of a book, Jack told us, his responsibilities are over. Salesmen's orders come in to the Publishers' Shipping and Service, the books are delivered there from the bindery and all shipping and billing is handled from there. The plant operates on a "Pay as We Pack" principle, which means that outside the storage charge a publisher has no fixed overhead for shipping but simply pays for the actual work done. With this system in operation one

staff can handle the work of a number of different houses.

All the routine is worked out to a fine point, so there's little chance for error anywhere along the line. Publication dates are met promptly, and it is the aim of the plant to effect delivery on a new title at approximately the same time everywhere in the country. Invoices are sent out at the same time shipments are made, and there is an ingenious system of checks that results in nearly perfect service. We asked about a few fine points. "What would you do if a customer claimed his shipment was short a couple of books?" This was easy. "Every shipment we send out" Jack pointed out "is very carefully checked and rechecked. When we pack the books we put the number of the package and its weight on the shipping ticket. If a complaint comes in we get out the ticket and repack the books just as we had packed them before. Then we weigh the package and compare the weight with the weight noted on the ticket. If it checks, we're

right, and the dealer made a miscount.

That seemed simple enough, so we asked about inventories. We have always spoken of inventories in a hushed voice and regarded them with horror, but Mike Weisman thought them simple. First we were shown the stock room where there were long rows of books neatly stacked in well-protected bins and all in order. Everything was in its place, and there seemed to be a minimum of effort needed to lay out orders. "We don't take a second off for inventories," Mike boasted "and we give accurate counts every time. Some shipping departments do take a day or two off to count stock. Then everything gets in a jam. Orders pile up; publication dates are delayed, and customers can't understand why their shipments don't come in on time. But not in this company. We've got a system here that keeps stock moving no matter what happens. That's why we call ourselves a service company." We couldn't find out just what the system was, but apparently it works.



The mailing desk where packages are weighed, stamped and routed

In and Out of the Corner Office

MRS. JACK VALLELY arrived in New York today. Mrs. Vallely's name has long been familiar to publishers because of her extensive influence on book demands on the Pacific Coast. Few lecturers on books have had such a loyal following and continuing and interested audiences. Booksellers from San Francisco to Los Angeles testify to the concrete effect of her discussions on books and writers. Her Monday talks at the Beverly Hills Hotel in Los Angeles are very widely attended. Similar lectures are a popular feature at the Fairmont Hotel. And when she lectures at the auditorium of Bullock's department store in Los Angeles Miss Cleveland, in charge, has nothing left but standing room. ❀ ❀ ❀

The power to create readers is not given to many, but the trade would be willing to place Christopher Morley high up on the list of those possessing this rare talent. Such a book as "Ex Libris Carissimis," according to the testimony of one Pittsburgh collector high up in the field of education, caused him to buy some twenty books which he would not otherwise have purchased. This is a good record for one volume. Among these were Alexander Smith's "Dreamthorp," Gissing's "The Private Papers of Henry Ryecroft," Tomlinson's "Old Junk," Hobbes' "Leviathan," and Harrington's "The Metamorphosis of Ajax." Mr. Morley's comment may set others to wondering how they can obtain a chance to read Harrington's rare pamphlet. Dr. Rosenbach boasts a copy. It's probable there are only two in existence. ❀ ❀ ❀

Cass Canfield, president of Harper & Brothers, left on the *Europa* for Paris last Friday. There he will be joined by Lee Foster Hartman, editor of *Harpers' Magazine*, who will accompany Mr. Canfield to London for a three weeks stay. In London Mr. Canfield's headquarters will be the London office of Harper & Brothers. He expects to visit a number of Harper authors. From London Mr. Hartman will return to this country while Mr. Canfield plans to make another short visit to Paris. ❀ ❀ ❀



Mrs. Jack Vallely

Stanley Rinehart is another publisher who is making a trip to Europe this year. He left from Quebec on the *Empress of Britain* on May 30. ❀ ❀ ❀

At Macmillan's the Religious Book Department which has been in charge of L. H. Titterton and the Outdoor and Agricultural Books Department which has been under H. A. Stevenson and his assistant, W. W. Tompkins, have, by reorganization, been placed under the general editorship of Harold S. Latham, vice-president in charge of the trade department. ❀ ❀ ❀

W. W. Norton has been appointed a member of the Joint Board of Publishers and Booksellers. ❀ ❀ ❀

T. M. Hatfield lately in charge of advertising for Macmillan has been replaced by H. C. Beaty. ❀ ❀ ❀

In our mail this week was a letter from Elsie Stokes of Stokes & Stockell, Nashville, Tennessee, "Julia Peterkin's visit to us," she says "was a grand success. She moves with the grace of a Greek goddess. She speaks with the voice of a contralto opera star. She writes like a real artist. In fact we like her! We sold a good many 'Bright Skin' and also the \$1 reprints, 'Black April' and 'Scarlet Sister Mary.'" ❀ ❀ ❀

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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June 4, 1932

***I** HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

A Busy Summer

JUNE SEEMS TO PROMISE to be the month of committee meetings as the trade gets together to endeavor to thrash out new programs and test out new ideas. The important Joint Board of Publishers and Booksellers, under the chairmanship of Henry Hoyns of Harper & Brothers, will have before it many of the problems of the trade, starting its discussions on the reports early in June and continuing them regularly. Various suggestions of the Norton Committee Report on the Cheney Survey have been subdivided to appropriate publishers' committees, and the newly formed editorial committee under the Chairmanship of Alfred McIntyre of Little, Brown has been organized and is beginning consideration of the many suggestions toward better list building.

The urgent need of improving the remainder situation is very much in the minds of publishers, and many individual firms have been considering together ways and means of relieving the trade in the urgency of this problem.

Cass Canfield, President of Harper & Brothers and of the National Association of Book Publishers, who has been devoting so much of his time to general trade prob-

lems since he took office in January, has started for Europe, leaving the affairs of the Association in the hands of the First Vice President, Alfred Harcourt, under whose chairmanship the meetings of the Executive Committee and of the Board of Directors of the N. A. B. P. will be held. Richard L. Simon has been asked by President Canfield to be of special assistance to Mr. Harcourt in keeping in contact with committee activities during the month of June.

The general understanding is that there will be no summer let up in the trade committee work, as all believe that in this crucial year there is inestimable value in conference and discussion in order to have full cooperation and understanding in the steps that must be taken.

National Clearance Weeks?

ONE OF THE SUGGESTIONS made from the floor of the recent Booksellers' Convention was for the establishment for two seasons of National Book Clearance Weeks, or Fortnights, one in January and one at the end of June, during which time all stores should unite to clear up their stock and to provide an outlet for such publishers' overstock as might be available at low bargain prices. The suggestion, fitting in as it does with the many recent ideas on stock clearance, deserves careful consideration among publishers and booksellers.

It was suggested that the summer clearance might be devoted especially to fiction and January clearance to miscellaneous books. There is no doubt that common emphasis on these sales would create in the public's mind an expectancy of bargains that would help all over the country to make books move. Might it not be possible for the trade to get together informally on a June program, beginning, for example, on Saturday, June 18th, and continuing for two weeks, during which time fiction at various prices could be gathered together on different counters and emphasis made on buying in quantity, perhaps three for \$2 or three for \$1, according to the worth of the books, and there might be a special counter for children's fiction.

To make such sales a success an atmosphere of clearance should be created by the signs in the window, on the counters,

The books should be piled up informally to indicate a clearance, and the whole staff should be ready to do everything possible to turn this stock into money. Many bookstores may have recently passed their stock through so many clearance efforts in the past year that there is nothing left for this purpose, but such dealers could pick up some bargains from publishers' overstocks.

It is the common observance of such clearance periods that would help to make them successful.

More Books for the Blind

THERE ARE BETTER DAYS ahead for the blind as they learn the art of finger reading, for the Government, under the provisions of the Pratt-Smoot Bill, is providing a fine variety of reading matter in the different forms of braille, far beyond anything previously produced, the selections having been made with great discernment and catholicity of taste. The blind can now read current fiction like "Shadows on the Rock" or "Mary's Neck," or they can go back a little to "The Old Wives' Tale" or "The Purple Land," or they can read history, biography, science, or poetry including Robert Frost's "Complete Poems." It will give these authors great satisfaction to feel that their works are thus available to the great group whose handicap arouses so much sympathy among those who can take the reading of books as the natural course of things.

The Year of the Great Revival in England

WE ARE INTERESTED to find in the pages of the English *Publisher and Bookseller* an editorial which begins, "Although this eventful year has only just completed its first quarter, it is already staking out its claim to be remembered hereafter as a *great year of Revival*, just as its predecessor of exactly a century ago lives in history as a great year of Reform. After the long post-war period of depression and discouragement, we seem at last to be definitely making a fresh start. That road we can hardly expect to be a smooth or an easy one, and the booktrade has no more assurance of finding short cuts than any other industry.

But it is heartening to notice the many signs of sane and sober optimism."

The writer counts among the evidences of progress the gains being made by the campaign of the National Book Council to make the country more book-minded. He quotes the recent speech of Lady Snowden, that "mere reading of books is not enough; every home should contain books." Commended, too, are the publishers who are pioneering in new and varied methods of popularizing books, making low priced series, etc.

This editorial may be read in connection with the recent statement of a prominent English bookseller, Basil Blackwell, in the *Börsenblatt*, which says "Americans are not used to economic complications, they lose confidence and courage much quicker than the much tried European." It seems likely that we on this side of the water became so used to thinking of the financial upheavals of other countries as a foreign spectacle that when similar difficulties strike in among us we do not know how to behave, having learned but little from our observation of others.

Library Appropriations

THE DIFFICULT CONDITION of many of our city budgets this year naturally affects library appropriations and puts a very critical problem before the library profession. A striking instance of this situation is seen in the recent announcement from Ohio, where the new State Tax Law limits the support of the libraries to an uncertain share of the uncertain returns from the tax on intangibles. This support previously came from the tax on real property. Not only is this new form of tax extremely uncertain, but no funds at all will be available until June or July, and such a great institution as the Cleveland Public Library, which has had a book appropriation of over one-third of a million dollars is reduced to functioning as best it can on such funds as it has saved up by past economies. Every man or woman interested in books and education or who has any conception of the importance of the public library in the life of the country must support public opinion in his community to give all possible aid to those on whom must fall the responsibility of keeping up the appropriations.

Weather
Cloudy

P. W. Form-Sheet

Neck and Neck

THE GOOD EARTH. By Pearl S. Buck. John Day, \$2.50.

A MODERN HERO. By Louis Bromfield. Stokes, \$2.50.

OLD WINE AND NEW. By Warwick Deeping. Knopf, \$2.50.

BRIGHT SKIN. By Julia Peterkin. Bobbs-Merrill, \$2.50.

THREE LOVES. By A. J. Cronin. Little, Brown, \$2.50.

ONLY YESTERDAY. By Frederick L. Allen. Harper, \$3.

THE EPIC OF AMERICA. By James Truslow Adams. Little, Brown, \$3.75.

RECOVERY. By Sir Arthur Salter. Century, \$3.

THE STORY OF MY LIFE. By Clarence Darrow. Scribner, \$3.50.

TWENTY THOUSAND YEARS IN SING SING. By Lewis E. Lawes. Long & Smith, \$3.

This thoroughbred is still the favorite. The *Variety* dope-sheet says its sale has passed 500,000.

Winner for the month at Lord & Taylor's, Burbank's in Plymouth, Wide-Awake Book Shop in Wilkes-Barre, Witkower's in Hartford, etc. Ran first at R. F. Clapp's in Albany, B. Gertz in Jamaica, and at Baker & Taylor's.

Rents best except for "The Good Earth" according to Baker & Taylor.

Leading the field at Wanamaker's in Philadelphia, Scruggs, Vandevoot, Barney's in St. Louis, and Geo. Wahr's in Ann Arbor.

Still the pace-maker for non-fiction.

Finishes gamely at all tracks.

Pushing the two old-timers, and winning at many tracks throughout the country—Brentano's in Chicago, Burrows Bros. in Cleveland, Burdine's in Miami, etc.

The money-winner at The Book Nook in Evanston, Witkower's in Hartford and Venable's Bookstore in Oklahoma City.

The May non-fiction best seller at Loeser's in Brooklyn and Gimbel's in Philadelphia. American News Co. rates it first in non-fiction and Baker & Taylor, second.

Betting Favorites

CAPTAIN ARCHER'S DAUGHTER. By Margaret Deland. Harper, \$2.50.

STATE FAIR. By Phil Stong. Century, \$2.50.

THE GREEK COFFIN MYSTERY. By Elery Queen. Stokes, \$2.

TOPPER TAKES A TRIP. By Thorne Smith. Doubleday, Doran, \$2.50.

THE YOUNG REVOLUTIONIST. By Pearl S. Buck. John Day, \$1.50.

PITY OF GOD. By Beulah Marie Dix. Viking Press, \$2.50.

AS I SEE RELIGION. By Harry Emerson Fosdick. Harper, \$2.

OF THEE I SING. By George S. Kaufman and Morrie Ryskind. Knopf, \$2.

Coming to the front in fine shape. Ran first at Burrows Bros. in Cleveland and James Book Store in Cincinnati, and still the favorite of the New England rail-birds. Baker & Taylor rates it third.

One of three novels nominated for the Prix Fémina Americain. First in fiction at the Sunwise Turn, Putnam's and Long Island Doubleday shop in N. Y. and the Von Blon Book Store in Waco.

One of Baker & Taylor's six best sellers—few mystery stories achieve that.

Seven bookstores in San Francisco rate it next to "The Good Earth." The Post Box Book Shop in N. Y. says it's practically their best seller.

Third printing. Selling well at the Everyday Bookshop in Burlington, R. M. Mills in Nashville, Ball & Wilde in N. Y., DeWolfe & Fiske in Boston.

The fiction handicap winner at Lazarus' in Columbus. Selling well on personal enthusiasm at the Post Box Book Shop in N. Y.

One dark horse that's developing plenty of speed. Third on Baker & Taylor's list.

Winning the Pulitzer gave this horse a spurt on tracks outside N. Y.

P. W. Form-Sheet

Track
Detours Ahead

At the Post

UNDERTOW. By A. Hamilton Gibbs. Little, Brown, \$2.50.

AMERICA AS AMERICANS SEE IT. Ed. by Fred J. Ringel. Harcourt, Brace, \$3.75.

JOY GIRL. By John V. A. Weaver. Knopf, \$2.

VOICES FROM THE DUST. By Jeffery Farnol. Little, Brown, \$2.50.

PRE-WAR LADY. By Margaret Widemer. Farrar & Rinehart, \$2.

OWEN D. YOUNG. By Ida M. Tarbell. Macmillan, \$3.

SECOND FLIGHT. By Nalbro Bartley. Farrar & Rinehart, \$2.

DEATH LIGHTS A CANDLE. By Phoebe Atwood Taylor. Bobbs-Merrill, \$2.

"Soundings" sold 94,091 copies and none of his later novels reached that mark, but the publishers think this has a good chance to do it—a straight love story.

Articles by well-known specialists in their fields which will interest all kinds of people. Interesting pictures which contrast nature and civilization. Planned for Europeans, Americans will probably read it although it will annoy the flag-wavers.

A sensational novel laid in Hollywood.

Thirteen stories laid in various periods of English history. Illustrated.

We say it's spinach, but try it on your rental library ladies.

Ida Tarbell does for the General Electric Company what she did for Standard Oil.

Average for the renties.

Has one of the most ingenious death-dealing devices we've heard of lately.

Dark Horses

MAD PUPPETSTOWN. By M. J. Farrell. Farrar & Rinehart, \$2.

A DAGGER IN THE DARK. By Walter F. Eberhardt. Morrow, \$2.

THE MAN WHO DIDN'T MIND HANGING. By Nancy Barr Mavity. Crime Club, \$2.

THE QUICK AND THE DEAD. By Claire Spencer. Harrison Smith, \$2.50.

WHAT WE LIVE BY. By Ernest Dimnet. Simon & Schuster, \$2.50.

THE CITIZEN AND HIS GOVERNMENT. By Alfred E. Smith. Harper.

ROBBERS' ROOST. By Zane Grey. Harper.

LITTLE GIRL LOST. By Temple Bailey. Penn, \$2.

MURDER OF THE NINTH BARONET. By J. S. Fletcher. Knopf, \$2.

THE RUEFUL MATING. By G. B. Stern. Knopf, \$2.50.

June 15. A story of an Irish country house that looks jolly.

June 15. A swell detective story for those who like that Dashiell Hammett style.

June 16. The C. C. selection, coming on the same day as "October House" by Kay Cleaver Strahan, another of our favorite feminine mystery writers.

June 23. By the author of "Gallows' Orchard." The setting is the New York of 1931.

June 25. By the author "The Art of Thinking." The publishers recommend it specially for depressed Americans.

July 6. By a prominent American.

July 20. It's already been bought for the movies.

July 22. First printing 50,000, with the biggest advertising campaign for summer, fall and winter, that has ever been given to any book of like character, say the publishers. Looks as if Temple Bailey and Alice Grant Rosman are going to be neck and neck.

July 22. Good old Fletcher, he can always be depended on.

Postponed from June 24 to July 1. We've read it and are enthusiastic.

Goethe for To-day

James Orrick

of the Oxford University Press, author of "Mathew Arnold and Goethe" in the series of publications of the English Goethe Society

Interest in Goethe is apparently showing a marked increase through this year of the commemoration of the centenary of his death. Sales for the Goethe titles in such series as the Everyman Library are showing a sustained advance, booksellers say. Although commemoration exercises are for the most part concluded, books about the great German continue to be published. Two of the latest are Gerhard Hauptmann's commemoration address, given at Columbia University in February, now published in German by the Columbia University Press in pamphlet form, and "Goethe, As Revealed in His Poetry," by Barker Fairley of the University College, Toronto, published in this country by the University of Chicago Press. The Publishers' Weekly here presents an analysis of Goethe literature.

CENTENARIES HAVE BEEN so overdone lately that the natural disposition of the world at large to indulge in mere lip-service on these occasions has been intensified.

In the case of Goethe, however, it would be a great pity if the celebrations did not go beyond the usual public gatherings, speeches, and newspaper articles, especially since the centenary of his death falls just at this time, for he is not only the greatest poet of Germany with a position there at once more overshadowing and less special than Shakespeare's in England; one of the greatest critics of all times and countries; the last man, like Aristotle and Leonardo da Vinci, to take all knowledge to be his province; but living in an age singularly like the one through which we have passed and are passing, he was—and so far still is—the greatest modern man. It is hardly an exaggeration to say that he has more to offer the thoughtful part of the reading public today than any other man who ever wrote.

So much has been written about Goethe in all languages that it is not easy to decide what is still timely and what is not. His life was so long, so rich, so varied, and so closely reflected in his works, that some sort of biography remains absolutely indispensable for the reader of Goethe's writing. No entirely adequate popular study has been written for some time, although three celebrated writers, Benedetto

Croce, Georg Brandes, and Emil Ludwig are among the many who have lately tried their hand. Croce's "Goethe" (translated by Emily Anderson and published in this country by Knopf in 1923, with an introduction by Douglas Ainslie) is not really a biography, but an aesthetic evaluation of Goethe's works, his moral and intellectual life. "Wolfgang Goethe," by Georg Brandes (issued by Nicholas Brown in 1924 in an authorized translation from the Danish, by Allen W. Porterfield) is an attempt to develop Goethe's personality "from the cell up," and also deals extensively with his influence and his place in cultural history. Like most of Mr. Brandes's studies it is as much a study of a period—or several periods—as of a man, and also like most of them, it is in two extremely large volumes. Herr Ludwig's "Goethe, Geschichte eines Menschen" (Berlin. Rowohlt, 1926) is, however, intended as a straightforward biography. Osbert Sitwell has spoken of "the soft, elephantine journalism of Herr Emil Ludwig, crammed with every scenic and dramatic effect that obviousness could originate and ponderosity carry out." I very much fear there is nothing in Herr Ludwig's "Goethe" to cause one to disagree with this dictum—harsh as it may sound. The English version is doubtless somewhat better than the original, since the translation is by that accomplished biographer,

Ethel Colburn Mayne, who has, moreover, abridged the German edition by half.

Length, however, is almost indispensable in an adequate life of Goethe, although an excellent short life has been written for the well-known French series "Vie des Hommes Illustres" by M. Jean-Marie Carré ("La Vie de Goethe." Paris, Gallimard, 1927), and has recently appeared in an English translation. It has the French virtues of clarity, style, and feeling, but suffers a little from over-simplification. In the same general category as this we should perhaps place Mr. Nevinson's lately published volume, together with "Goethe," by J. G. Robertson (Dutton, 1927) and the new book which the same author has just written on Goethe's life and work.

Rather more comprehensive is the late Professor Calvin Thomas's fine "Goethe," in two volumes—Part First: A Short Biography; Part Second: Studies and Appreciations. Its qualities have been excellently summarized by Robert Herndon Fife in the *Foreword* to the New Edition (Knopf, 1929): "The biography reveals the poet to us *in extenso*: the Second Part studies Goethe's genius intensively, lighting up in succession the various facets of his character as philosopher, as religious personality, and as literary artist and critic."

When all is said and done, however, the best introduction to Goethe in English, and probably still the best short life in any language, is G. H. Lewes's ever delightful "Life and Works of Goethe, with Sketches of his Age and Contemporaries," which is easily accessible in the *Everyman* edition. Lewes was a pioneer and had not the benefit of the Goethe scholarship which has since attained to such colossal proportions. But Lewes's work is literature, and so is its necessary complement, Eckermann's "Conversations with Goethe in the Last Years of his Life," also published (in translation) in the *Everyman* edition.

For a really scholarly and entirely adequate study of Goethe it is still necessary to have recourse to German works. There are, of course, the well-known biographies by Grimm, Heinemann, Bielchowsky, Witkowski, and others, including Houston Stewart Chamberlain, the Englishman who became a German, and, as always in such cases, *plus royaliste que le roi*. There is also a recent two-volume work by Herr

Kühnemann. But for modern readers, head and shoulders above all others is "Goethe," by Friedrich Gudolf, a synthesis drawing on all the accumulated stores of German scholarship in the field, first published in 1922. It was designed to epitomize and in a sense supersede all existing studies.

Nearly all Goethe's works are directly or indirectly autobiographical; but the three which have most significance for us today are "Dichtung und Wahrheit," of which John Oxenham's translation is the standard; "Wilhelm Meister," which Carlyle translated in a masterly fashion, and, of course, "Faust," which though only symbolically, yet most profoundly reflects its author's development during the thirty years it took him to complete it. For it was the pre-occupation of a life time.

Like Homer, "Faust" will probably never find a perfect translator, though, as Carl F. Schreiber says, a translation has appeared every second year. The classic American translation is Bayard Taylor's which is in the *Modern Reader's Series* (Macmillan, 1930). It first appeared in 1871. Among recent translations the two best are probably that by William Page Andrews (Princeton University Press, 1929), and Alice Raphael's (Jonathan Cape and Harrison Smith, 1930), with an Introduction for the Modern Reader by Mark Van Doren. This is now announced by the Limited Editions Club, in, I presume, a new edition. It is not only an excellent translation; it is poetry. Unfortunately, however, it comprises only Part I, which Mr. Van Doren, following the precedent of nineteenth-century critics, thinks is all that matters. In its bearing on Goethe's value for the present, however, Part II is, if anything, more important. This is well brought out in a book which cannot be too highly recommended, "Goethe and Faust," An Interpretation, by F. Melian Stanwell and G. Lowes Dickinson. (Lincoln MacVeagh, The Dial Press, 1929). It relates "Faust" very effectively to Goethe's life and to our present problems, and contains long passages translated into verse of great fidelity and real distinction.

The most convenient translation of Goethe's Works as a whole is that in *Bohn's Standard Library*, in 14 volumes by various hands.



Library of Trinity Church, Boston

The Sunday Book Table

OVER A PERIOD of years a very pleasant relationship between the Pilgrim Press Bookstore and Trinity Church, in Boston, has made possible a number of valuable projects for selling religious books. Mrs. Adelaide Rogers, a member of the bookstore staff and also a member of the church, gives an interesting account of the operation and results of these special services.

Eight years ago a Sunday Book Table was inaugurated, "to promote intelligence in religion by disseminating and increasing the use of religious books." The Table has become a permanent feature in church life and is heartily supported by the rector and the parish. To the bookstore it means substantial results in book sales and valuable contacts. A small discount allowed the church on all sales provides a contribution for some parish benevolence.

This weekly book exhibit and sale is arranged by the bookstore and presided over by Mrs. Rogers as the store representative. Important books in the field of religion are included and always titles recommended by

the minister and church leaders. During Lent five or six books are carefully chosen by the rector and suggested as Lenten reading. These books, of course, are featured in quantity though generally one or two copies of a title is sufficient for the Table, as the books sold can be quickly replaced. A few children's books are occasionally included. Orders are taken for any books not on display and filled direct from the shop. Books are clearly price-marked and people encouraged to browse for themselves and make discoveries.

An important force behind the Church Table project is the Trinity Church Library, an extremely fine example of this increasingly valuable institution in church life. This library now includes over 7,000 volumes, all non-fiction: books on the history of religion, Bible commentaries, outstanding biographies and essays, books on international questions, books of scientific adventure. A highly qualified and discriminating committee meets once a month to discuss and choose worthy books to be added. The bookstore cooperates very

closely with library plans, submitting books on approval to the committee and filling all orders promptly.

The privileges of the library are absolutely unrestricted and there is no charge for the service. 4671 volumes were taken out last year, and since a great deal of reading is done in the Library itself these circulation figures do not really represent the wide use of the collection. The church

makes a generous appropriation in the annual budget for book purchases, and several special funds endow the library as well.

Both the Book Table and Church Library are evidences that Trinity Church believes that the reading of important religious publications and a close contact with present day religious thought as it is presented in new books are necessary.

Customers' Choice

THE SUBJECT OF remainders is getting a good deal of thought from booksellers just at present. Many people feel that the best place to distribute such remainders as are necessary is the bookstore. William Rochfort, of Rochfort's Bookstore, Boston, recently demonstrated how remainders can be made to pay. He bought from *Houghton Mifflin* the remainder of the three volume set of books recording the war-time activities of the American Field Service Association, and by circularizing the Association's

membership list has already sold more than a hundred sets. Not only was the actual sale of benefit to him, but he made a valuable addition to his mailing list and secured several good new accounts.



Judging from the current stock in drugstores and cigarstores, remainder houses are reaching deeper and deeper into the barrel. 1909 is the earliest date we have seen so far, but we are expecting any day to see a dust-covered relic of the 90's.



Burrows Brothers Company's window display which won the \$100 first prize in the recent Bobbs-Merrill promotional contest for "A Fortune to Share"

One author we don't expect to see on the remainder heaps for a long time is Thorne Smith. The *Doubleday* presses last week were engaged in printing new editions of all five of the books of this popular slapstick artist that appear on the *Doubleday* list. It is the first time they have gone to press with the entire works of an author, say the editors. "The Stray Lamb" and "Did She Fall?" make their debuts under the *Doubleday* imprint with this printing.



This newly patented device for book display will show all of the selling points of a book. One copy is held in a closed position by a spring clamp over the stand, to show the binding, etc. Five sample paragraphs from different portions of the other copy are displayed by the page-turning arms shown in the illustration. The device is simple and cheap. It is the invention of W. H. Young, Cuzzi Building, Mt. Vernon, N. Y., who is offering the patent for sale

The potency of the spell woven by "Isles of Eden" is illustrated by the case of a Mr. Carpenter,—clerk in DeWolfe & Fiske's Archway Bookstore in Boston, who, after reading the book, threw up the job he had held for nearly twenty years and set off immediately for the South Sea Islands.

A book that has title-appeal is "A New Way to Better Golf" (*Simon & Schuster*). It's a best seller in the *Doubleday* shops in both the Grand Central and Long

Island Railroad Stations in New York. It doesn't need selling. A copy or two in the window is all that is necessary. The publishers are trying a direct mail campaign as well as selling it through the bookstores, beginning with a full page coupon ad on the back cover of the *New York Times* Book Section for May 29th.

Further proof of the effectiveness of personal enthusiasm in bookselling comes from the Daniels & Fisher Book Shop in Denver where the two leading books are "Precious Bane" and "The Autobiography of Lincoln Steffens." Mary Fitzgerald, the manager writes: "We have sold them steadily for the past year, are selling them now for graduation, confirmation, June brides, etc., and expect to sell them indefinitely for all gift occasions—and to anyone 'just looking for a good book.'"

"Pattern and Patchwork" by Lieutenant-Colonel H. G. Le Mesurier, says the *Oxford Press*, is positively not a dignified volume of mild military memoirs. It is, surprisingly enough, a book of Cross Word Puzzles. Not the ordinary kind, but Cross Word Puzzles for the Intelligent and the Educated. The publishers call it "Lightly Learned, Ingeniously Inclusive, Happily Highbrow and Progressively Puzzling."

E. P. Dutton & Co. report that they still have on hand a few copies of the \$5. limited edition of "Prophet and Fool" which Louis Golding says contains "all that he desires to retain of his published poems." A \$2. trade edition was published May 11.

Next October John Masefield will hold a festival for "the speaking of poetical stories" written by living British poets under forty years of age. He has offered substantial prizes for original narrative poems, not exceeding 4000 words in length, suitable for recitation by from one to four speakers.

Amelia Earhart's own story of her successful solo transatlantic flight will be told in the last chapter of her new book "The Fun of It" which will be published by *Brewer, Warren and Putnam* on July 1.

Mary Roberts Rinehart's "Tish" will be a feature of the National Broadcasting Company on the evenings of June 6th, 7th and 8th at 10:45 p. m., over WJZ and a national network. Tish will be played by Marion Barney and Aggie by May Buckley, both well known on Broadway, and Lizzie will be played by Jessie Busley, equally



Radio cast of "Tish." Left to right: Lizzie, (Jessie Busley); Aggie, (May Buckley); Tish (Marion Barney)

well-known. The continuity has been done by Katherine Seymour, assistant continuity editor of N.B.C. Pictures of the cast will be available through *Farrar & Rinehart* for window display in connection with the omnibus volume of the Tish stories recently published.



From 60 to 70 percent of publishers' initial sales of new fiction to bookstores are for resale, as against rental purposes, concludes the *Retail Bookseller* for June 1 in a survey of sales vs. rentals. Sex-thrillers and westerns rent better than they sell, the article states, while translations distinctly foreign in character sell better than they rent. Sentimental stories are about fifty-fifty. "Apparently the books that have the greatest popularity sell much better than they rent, regardless of their particular type," continues the survey. "Many of the best renters sell better than they rent and a few best sellers rent better than they sell." Of the 37 titles studied "Swiss Family Manhattan" had the highest sales average with 74%, while "Lady Gone Wild" showed that 91% had been put into rental libraries.

Book Vender Patented

AN AUTOMATIC BOOK SALESMAN has now been constructed and has been brought to New York by Noel Pemberton-Billings, an English dramatist and inventor, who told the *Publishers' Weekly* that he had taken out in England some 400 patents, of which he considered this the most interesting. The machine, which is about three feet high and wide and a foot deep, can either sell or rent books on a coin deposit. If used for sale, the customer can have a choice of 100 books and take out his books on a deposit of 50c., 75c., or \$1, according to the adjustment of the machine, or the machine can be adjusted for rentals, the first book to be taken out at \$1 in coin, later books to be taken out at a uniform rental fee of 10c., or more, the book which was being returned taking the place of the previous \$1 deposit in opening up the machine.

Mr. Pemberton-Billings has arrived in this country via the West Coast and has toured across the country in his automobile with his vending machine in the tonneau. He believes the machine is especially suitable for hotels, clubs, railroad trains, and steamships.

English Book Week

THE NATIONAL BOOK COUNCIL of England has adopted the Children's Book Week idea, and will have its first observance November 6th-12th under the title of "Boys' and Girls' Book Week."

The money will be raised from publishers to cover the Week's expenses, and the Library Association has officially approved the plan. Close contact will be established with the schools, and the British Broadcasting Corporation has promised its cooperation. A large exhibition of children's books will be arranged at the South Kensington Museum.

Faro Title Withdrawn

AN UNAUTHORIZED reprinting of G. Lowes Dickinson's "Letters of a Chinese Official" was recently published under the title "Hands Off China" by William Faro & Co. It has since been withdrawn. The book was originally published by Doubleday, Doran.

English Book Export Problems

COMMENTING ON THE decreased exports of English books and the need of increased efforts to create foreign distribution the *London Publisher and Bookseller* said last month:

"Two facts stand out with startling clearness. The first is that the terms offered by British publishers to booksellers are, as a rule, less attractive than those which are usual in other countries. (The common English discount is 33-1/3% on travelers' orders and 25% on pick-ups Ed.). The second is the almost universal demand for the adoption of the practice of sending out books 'on sale or return.'

"In the memorandum placed in the hands of the booktrade by the government Department of Overseas Trade it is stated that 'on sale or return' should be adopted for thirteen countries, and it is the usual practice in at least three others. There is no escape from the fact that the application of the principle of sale or return to British books would involve considerable difficulties for the British publisher. To begin with, there is the question of royalties. Books sent out on sale or return remain the property of the publisher, which means that the number of copies sold may not be known for a year or more after the date of publication. Then the British book is usually cased in cloth and is, therefore, more liable to damage than the paper-covered books produced on the Continent."

"Outlook" in Bankruptcy

THE OUTLOOK COMPANY, publisher of *The Outlook and Independent*, was petitioned into bankruptcy last week because, it is said, of a falling off in advertising and the pressure of small creditors. *The Outlook* was founded in 1869 under the editorship of Henry Ward Beecher. Four years ago it purchased and absorbed *The Independent*, which was founded in 1848 by H. C. Bowen and three others as an anti-slavery magazine. Both magazines have had a distinguished list of contributors and editors. Whether the magazine will continue to be published is a question that the receiver will decide, Francis Rufus Bellamy, editor and president of the company, said.

The Florence Book Fair

THE FOURTH INTERNATIONAL Book Fair opened in Florence on April 30th. The displays, which are beautifully housed, include a large Italian section representing all the publishers of that country. These are in the big central building, and there is evidence of continued progress in the scholarliness and variety of the Italian output. The Italian pavilion of books for children is especially prominent, about 2,000 volumes being shown. The French section includes books from about 50 publishers and includes periodical literature. The British showing represents the output of 32 publishers with 4,000 volumes, the largest exhibit being that of J. M. Dent & Sons. Other nations represented are Switzerland, Roumania, Hungary, Denmark and Brazil. Germany has no regular exhibit except an interesting collection of Goethe. During the month of the exhibit there are being held literary lectures by such writers as Emil Ludwig, Stefan Zweig and Ezra Pound.

Introduces Varied Price Levels

IN CONNECTION WITH its fall list soon to be presented to the trade W. W. Norton Company announces that list prices are to be more varied than has previously been the case. While formerly books have varied from \$3 to \$5 in fifty cent intervals, this year they will run from \$2.50 up at twenty-five cent intervals. Each book, Mr. Norton believes, is priced below corresponding books of previous seasons, the shorter price intervals permitting prices to be set with even closer consideration of production cost.

Receiver Named for Gift Book Publishers

THE FIRM OF Stoll & Edwards Co., Inc., publishers of gift and toy books of 425 4th Ave., New York City, has been assigned to Alexander J. Meyerson as receiver. Stoll & Edwards was organized in 1920 with H. S. Stoll as president, William M. Edwards as secretary-treasurer, and John Coyle, vice-president. The organization has remained the same since its foundation. Mr. Stoll was formerly connected with McLoughlin Brothers and Mr. Edwards with Cupples & Leon.

Percentage Leases Studied By Building Owners' Association

A STUDY OF METHODS for devising a standardized percentage lease for retail stores has been instituted by the National Association of Building Owners and Managers, reports *The Business Week*. A tentative schedule of percentages for different types of businesses has been worked out by Frank S. Slosson, who heads the committee. This would require from 10% to 12% of the gross receipts from book and stationery stores, a figure which is presented as being reasonably accurate over a period of years. For second-hand bookstores the figure is placed at 15%.

Correction

IN THE ISSUE of May 14th we summarized the annual selection of *Booklist* books just published by the A. L. A. It was not clearly indicated in our summary that these statistics were from the annual selection and not from the full twelve months' *Booklists*, which contain about ten times as many titles. Several publishers have written to us pointing out this confusion and indicating that it gave the impression that only a little over 200 books had been given the A. L. A. *Booklist* approval during the year, which is far from being the case.

Report on Children's Reading

THE READING HABITS of American boys and girls when left to their own devices have been the subject of special study of the Subcommittee of the White House Conference, of which Carl H. Milam is Chairman. This report is now available from the official publisher of the Conference, the Century Company, and contains much material of interest to publishers and distributors of children's books.

The discussion begins with the statement, "More good books for children are being published, sold and read than ever before. The teaching of reading and literature in schools, at its best, seems more likely to stimulate reading now than at any time in the past. Even so, there are countless children in the United States who grow to maturity without ever owning or

reading a good book other than school textbooks."

Among the detailed studies included are "Children's Reading and the Movies," "Children's Reading of Magazines," "Racial Differences in Children's Reading," "Publishing and Selling Children's Books," and the bibliography becomes an important guide to the recent discussion on reading and the encouragement of reading.

British Exports

THE BRITISH FIGURES on book exports are printed in the current issue of the *Publishers' Circular* and show the inevitable decline which set in with the world wide depression. The year 1929 was the high peak for exports and some of the comparisons are as follows:

	1929	1931
Total exports..	634,470 cwt.	524,325 cwt.
Total in value..	£4,902,747	£3,580,494
To U. S.	£ 796,719	£ 544,084
To Canada	£ 346,650	£ 314,301
To Australia ..	£1,094,346	£ 483,930
To New Zealand	£ 282,080	£ 180,566

Education by Radio

SPEAKING AT THE CONFERENCE on Education in Broadcasting in Buffalo last week, Frank A. Arnold, Director of Development of the National Broadcasting Company, stated that his organization gave on an average of two hours a day to educational programs such as the Music Appreciation Hour directed by Walter Damrosch. He pointed out that under the English system, whereby the British Broadcasting Corporation directs all the programs, there is a tax from \$6 to \$10 a year for each receiving set, but he believes that government direction stifles initiative and interferes with the free development of program making.

Erratum

IN THE *Publishers' Weekly* for May 21 Doubleday, Doran said in their ad. on T. S. Stripling that his last book, "The Forge," "is the only novel by an American chosen by the English Book Society." This is an error and they wish to apologize for it. "Festival" by Struthers Burt was a recent choice of the Book Society.

Communications

MARGIN PROBLEM

Carnegie Public Library,
Boise, Idaho.

Editor, *Publishers' Weekly*:

Why is it that at a time when librarians are puzzling over the problem of stretching the book fund as much as possible, publishers have books printed with unusually narrow inner margins? Often these margins are so narrow that the book has to be bent back to read the print. To rebind such a book is out of the question, as most binders now use the oversewing machine which requires a margin of one-quarter of an inch for sewing. Now of all times it is an extravagance for libraries to buy books which cannot be rebound. On most of the books in question a wide outer margin is allowed. Could this not be more evenly divided? It would make a well-balanced page as well as a practical book.

Yours very truly,
MARY A. EGAN, *Librarian*.

TEXTBOOK EDITIONS

Little, Brown & Company,
May 23, 1932.

Editor, *Publishers' Weekly*:

In Marion E. Dodd's interesting paper, "Fourteen Points," in the May 14th issue of the *Publishers' Weekly*, she says:

"In the first of this series of articles certain facts were made clear in giving definite instances, in which the sale of a general book was stopped short by suddenly issuing a textbook edition. This happens when the textbook departments of general publishers see a chance to increase their sales by securing adoptions of certain books by members of faculties."

I think Miss Dodd exaggerates somewhat the effect on the sale of a general book of the publication of a textbook edition. One of the books to which she referred in her first article (*Publishers' Weekly*, April 30) was James Truslow Adams's "The Epic of America." The students' edition of this book, priced at \$3.00, was published late in November, 1931, and up to May 1st had a total sale of 1201 copies. The trade edition, priced at \$3.75, has had a sale from December

1st, 1931, to and including April 30th, 1932, of 42,173 copies. It is hardly fair, therefore, in this instance to say that the sale of the trade edition has been stopped short by the issue of a textbook edition.

I should be glad to have you print this letter in an early issue of the *Publishers' Weekly*.

Sincerely yours,
ALFRED R. MCINTYRE,
President.

WEEKLY LISTING

Princeton University Library,
Princeton, New Jersey,
May 13, 1932.

Editor, *Publishers' Weekly*:

We have difficulty every little while over the fact that titles of new publications do not appear in the weekly list. In several cases where we have written to the respective publishers concerning such titles, we have been told that the titles had already been published, in some cases, several weeks before the dates of our letters. It is conservative to say that some of these instances have caused us much embarrassment, particularly where titles were needed for immediate use and we had gained the impression that the books were not yet out. In a few instances we were led to believe that there were no American editions and went ahead and ordered English editions.

There are instances where books are not listed until a week or so after their dates of appearance. This is because of the fact that the editorial copies are not sent out until the actual dates of publication. There is no reason why these should not be delivered to the *Publishers' Weekly* at least a week ahead so that they may be listed as soon as they are out. This point may seem unimportant, but when we are asked to place rush orders for titles that are omitted, the loss of a week sometimes causes considerable trouble.

If the scheme whereby these titles are listed in the *Weekly* can be changed in some way so that all new books will appear in that list, it will be of help to libraries, and undoubtedly, to several booksellers.

Very truly yours,
LAWRENCE HEYL,
Chief, Acquisitions Dept.

Obituary Notes

FRANK REILLY OF CHICAGO

FRANK KENNICOTT REILLY, President of Reilly & Lee, publishers, died on May 25th at his home at 999 Lake Shore Drive, Chicago, at the age of sixty-nine. Mr. Reilly had been a sufferer from heart disease for several years and in increased worry about his health he committed suicide.

Mr. Reilly was one of the best known of Chicago publishers, and had built up a large and successful business. He had been the friend of many authors, and had been active in booktrade affairs. He was born at the Grove, in Cook County, March 19, 1863, the son of Dr. Frank W. Reilly, for years assistant health commissioner for Chicago and at one time managing editor of the *Chicago Morning News*. After graduating from Chicago schools he began work with the Chicago North Western Railroad, with which he stayed from 1878 until 1885. For a number of years following that he was engaged in the lumber business.

In 1900 he entered the publishing field as a department manager for The Werner Company, and later was manager of the George M. Hill Company, both publishers of subscription and mail order sets, including the *Encyclopaedia Britannica*. In 1904 he organized Reilly & Britton and became President of the Company in 1913. The firm name was changed to the Reilly & Lee Company in 1920. During his direction of the business the firm was best known perhaps as the publisher of Frank L. Baum whose *Oz* series had reached 24 in number and Edgar Guest whose ten volumes of poems have reached huge sales in numerous bindings. The firm also for several years had charge of sales for Harold Bell Wright during the time his books were published in Chicago by The Book Supply Co. Besides general literature, the list contains many well-known juveniles, as well as widely distributed lines of birthday, guest, graduation and baby books.

Mr. Reilly was a man of forthright opinion and delightful personality and was liked and respected by his many friends and associates in the publishing and booktrade industry.

JOHN A. STEUART

JOHN ALEXANDER STEUART, Scottish author and editor of *The Publishers' Circular* from 1896 to 1930, died in Liverpool May 28 at the age of 69. Mr. Steuart was the author of more than 20 books, most of which were novels, but was probably best known for his biography of Robert Louis Stevenson published in 1924 (Little, Brown). This long and critical biography drew a great deal of attention from the critics at the time it was published.

JOHN B. McMASTER

JOHN BACH McMASTER, American historian and professor of American history at the University of Pennsylvania from 1883 to 1920, died at the home of his son in Darien, Conn., May 22, at the age of 79. The first volume of Professor McMaster's "History of the People of the United States" appeared in 1883. It was not until 1912 that the last of the eight volumes of this monumental work was issued. Besides two books in the field of civil engineering, he was the author of "The Struggle for the Social, Political and Industrial Rights of Man," "Benjamin Franklin as a Man of Letters," "A School History of the United States," "Daniel Webster," "Origin, Meaning and Application of the Monroe Doctrine," "The United States in the World War" and several chapters in Volume VII of the *Cambridge Modern History*. He was a member of the National Institute of Arts and Letters and one-time president of the American Historical Association.

HAROLD SHAYLOR

HAROLD SHAYLOR, London Publisher, died on May 11th in his fifty-first year. He followed his father into the firm of Simpkin Marshall Hamilton Kent & Company, with which business he was connected until 1927 when he took over the direction of Brentano's London branch, a business which in 1930 he turned into an English company under his own name. This venture was not a success. Mr. Shaylor was particularly active in the general affairs of the English booktrade and was for some time treasurer of the Associated Booksellers of Great Britain and Ireland.

May Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	May, 1932			May 1931	5 mos. 1932	5 mos. 1931
	New Books	New Editions	Totals 4 Weeks	Totals 5 Weeks	Totals	Totals
Philosophy, Ethics	16	—	16	24	118	148
Religion, Theology	48	4	52	75	289	360
Sociology, Economics	36	5	41	56	270	232
Law	5	1	6	8	25	28
Education	20	1	21	23	118	105
Philology	12	2	14	28	82	122
Science	24	7	31	54	176	185
Technical Books	20	5	25	43	79	143
Medicine	22	4	26	34	127	140
Agriculture, Gardening	5	1	6	15	31	37
Domestic Economy	1	1	2	5	31	21
Business	17	1	18	18	63	82
Fine Arts	15	1	16	15	79	71
Music	6	—	6	6	32	36
Games, Sports	16	—	16	10	69	59
General Literature	25	7	32	30	160	188
Poetry, Drama	17	6	23	55	249	297
Fiction	75	46	121	168	904	932
Juvenile	28	2	30	70	142	292
History	25	1	26	48	182	201
Geography, Travel	21	—	21	35	140	167
Biography, Genealogy	28	6	34	60	300	312
Miscellaneous	6	—	6	6	31	30
Total	488	101	589	886	3697	4188

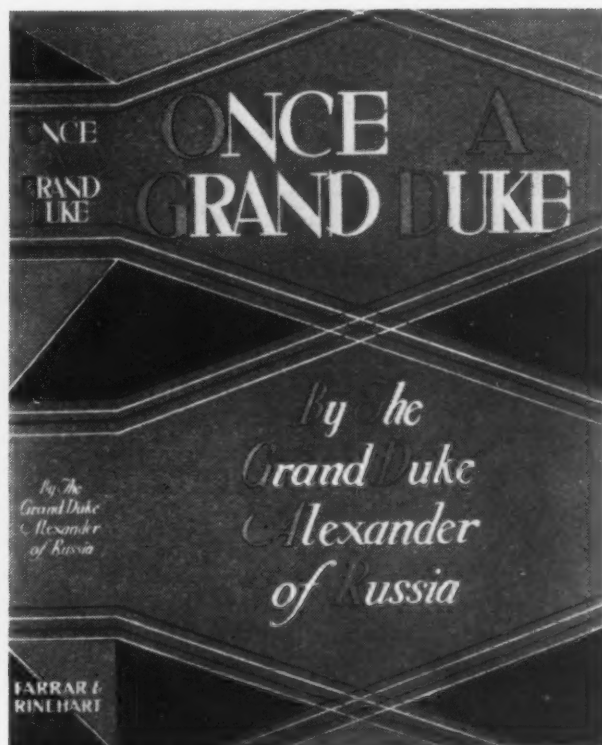
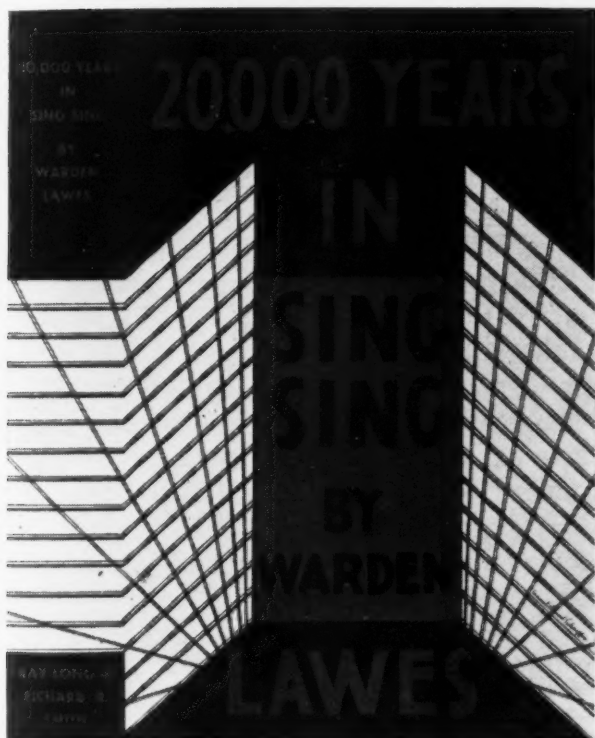
For May, 1931, (5 weeks) the totals were:

New books	708	New editions	178	Total	886
Decrease of	226	Decrease of	77	Decrease of	297

Totals for 5 months, 1932, show a decrease of 491 from totals of 5 months, 1931.

BOOKMAKING

A Monthly Department



Jacket designs by Samuel Bernard Schaeffer

On Book Jackets

Samuel Bernard Schaeffer

"DUMMY TIME" is artist time. It is also nerve racking time for the manufacturing departments. The majority of publishers set aside an afternoon, morning, or a full day for the purpose of looking at artists' work.

If you were to look inside an office during these special interviews, you would discover a great number of young men and women—many who have already seen their hey-day—all waiting for the art director to signal "next." The artists sit or stand looking at each other, wondering what possible work is in each portfolio. Perhaps

trekking through many offices they come upon familiar faces and so the inevitable "how's tricks?". But on most faces rests an anxiety as to how their work will appeal to the art director. Some sit with a self-assured smile; others exude a dim inadequacy. Very often artists say to me: "I'm kind of nervous—I don't know what to say when I get inside their office—my work is good but I don't know how to sell." To them I say: "If you feel at a loss, why don't you get a representative to make your contacts for you?"

The day has passed when flowing ties

and so-called "bohemianism" affect the art director. Cumbersome packages tied with sailorknots and encased in wrapping paper in place of a simple portfolio which opens easily, are much in evidence. It is no wonder then that the art director becomes impatient with artists who take up their valuable time with a total absence of order when presenting their work for approval. At least one half of the number of artists who make the rounds of the publishers have no idea as to mechanical reproduction processes. The words highlight half-tones, process, line-cuts or offset, have never been part of their knowledge so necessary in working for reproduction. These are a few reasons why the publisher has in his file the names of a favored number of artists he calls upon regularly to design the major part of the books. Through the efforts of these few who understand the physical limitations of book jacket designing, the publisher can rest more easily during this strenuous period of dummy time.

When manuscripts have been listed, the art director calls the artist he has classified as "illustrative," "decorative," "pretty heads," or "letterer," and who seems to be the type suited to do the particular book in hand. The artist is given an oral summary of the book or the manuscript and is told that the sales force, the editors, or the author, wish to see *His Idea* in sketch form. The artist is told to bring in original and startling sketches. If the publisher could only be made to realize how overworked or banal their pet ideas seem to the artist, he would think twice before insisting upon his ideas instead of permitting the artist a fresh mind to work out his problem in his own way.

A few days later the sketches are shown to the sales force, editors, and author,—*always without the artist present*. Mr. Egotism holds reign for awhile. The artist waits "on edge" in another room while the various members of the firm pass judgment on the merits of the sketches shown, each proclaiming glaring faults and suggesting new ideas. Perhaps they will find good qualities in one sketch of the several submitted. The art director calls the artist and confronts him with a new decision, i.e. to try a few more sketches in the hope of satisfying the many suggestions

so easily brought up during that little conference. The artist returns to his studio for another try. With the new slant thrust upon him he does his best—and once more the conference is on. After another anxious period of waiting, he is told to make a change or two—or even that another artist will try his hand.

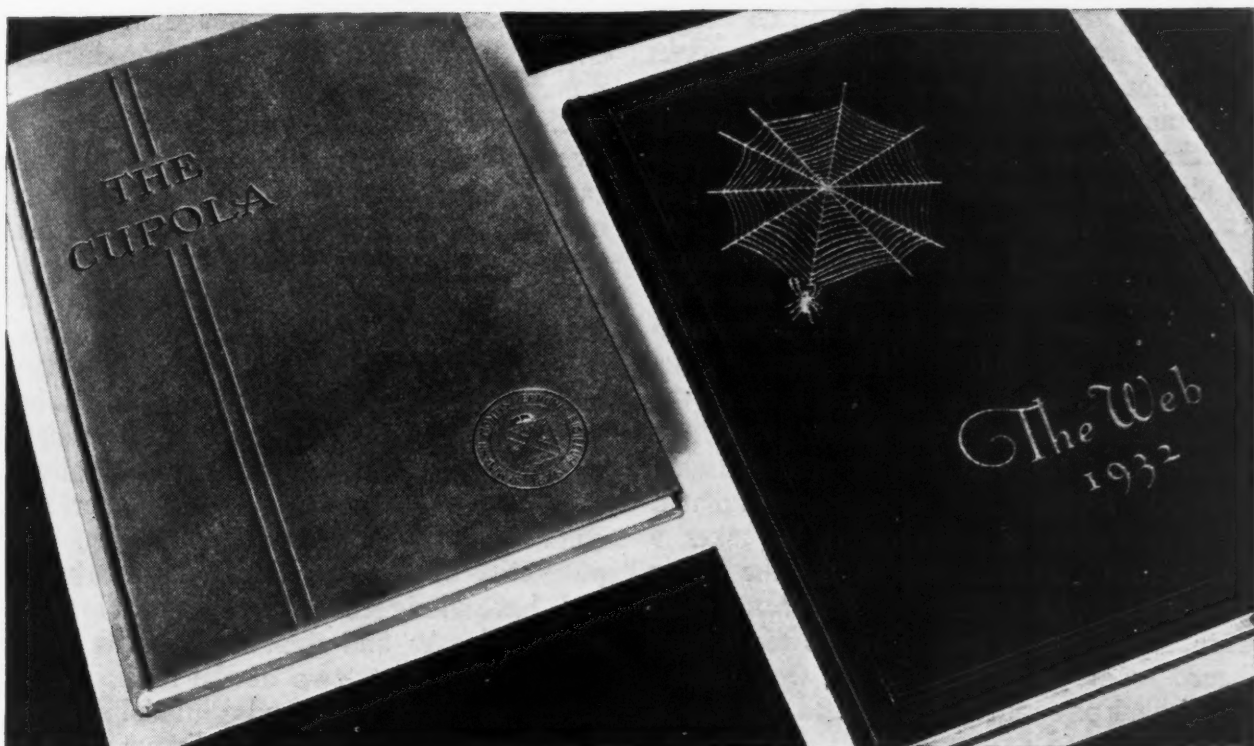
It is a great injustice to the artist to exclude him from these conferences which might give him the opportunity of justifying his work and at the same time getting a definite notion as to the policy, standards, and preferences of the firm. It is absolutely necessary, if the artist is to continue working for the publisher, to know what will be the more acceptable type of book jacket. Getting the sales force viewpoint would be a great help to the artist designing a jacket, since the salesmen are in direct contact with the bookstore proprietors. Surely these proprietors "must be served" if the publisher expects window and counter displays. I am certain should the publisher give this salient point the deserved amount of speculative thought a great number of difficulties now existent would be noticeably lessened. And if time is an important factor, which undoubtedly it is, this remedy would result in firmer cooperation and happier working conditions all around.

A good book jacket is, in the final analysis, one that definitely gives the "tone of the text" combined with lettering in a simple, strong, and legible manner. It must be pleasing to the eye and in sufficient good taste and appeal to make the prospective buyer reach for the volume with interest. Everyone has his own idea concerning the creation of marvelous jackets. This is my formula, which I call *strange common sense*. To be "different" does not mean to distort, nor does it mean illegibility or a sacrifice of simplicity and beauty. On the contrary it *does* mean a consciousness on the part of the artist and the publisher to understand and interpret a book problem thoroughly. Simplicity, effectiveness, beauty, clarity of expression—these are not mere words. They are just a little *strange common sense*.

Now, more than ever before, will publishers be compelled to give the buyer his money's worth. The very sad story of reprints, drug and department store competi-

HOLLISTON

Suede Cloth



Produced by The Albrecht Company, Baltimore, Md.

WAS *made* FOR BOOKS LIKE *these*

There is an appearance of richness and dignity to Holliston Suede Cloth when it is used on a slim, graceful book such as a school annual. The reason for it is that this new cloth resembles genuine suede leather. Happily, the cost remains in the book cloth range so economy is achieved along with distinction.

If you are planning a book that will be given hard usage, we think you ought to use some binding fabric other than Suede Cloth. Likewise, if your book will sell at a price which merits the use of genuine, fine materials

throughout, our advice would be the same.

There are, however, many types of books for which Suede Cloth is especially suitable. Among them are the very inexpensive copies of those volumes which are traditionally bound in suede leather. Then, too, there are the various novelty bindings which are sold at popular prices. If you have even a vague idea that Suede Cloth might do for one of your books, we'll gladly provide samples for dummy purposes. More than that, if you desire it, we'll give you an honest opinion as to its suitability.

HOLLISTON BOOK CLOTHS

THE HOLLISTON MILLS, INC., Norwood, Massachusetts
BOSTON · NEW YORK · PHILADELPHIA · CHICAGO · ST. LOUIS

tion and economic set-backs is hardly an inducement to the book-purchaser to pay from \$2 to \$5 a book. I feel a suggestion for the publisher would be to design books in such a manner that they will in no way resemble the cheaper editions. Instead they will lay emphasis on the fact that they are publishing books in a format so charming and in keeping with the text that the buyer will not hesitate to pay the price asked. Only by reverting to the days when books were not published in wholesale quantities and more attention was paid to the beauty of the wrapper, the excellent feel of the binding and charm of good typography, can the many thousands of discriminating buyers be re-won. The publisher should make it a practice to have an artist not only design the book jacket, but follow through and design the binding. The present practice of one artist doing the jacket, the manufacturing head the binding and another artist the end leaves, results in an unhappy looking and inconsistent format. The publisher is mistaken if he takes a "rush-rush" attitude and thinks the buyer will not know the difference between a good format and a poor one. How often I have heard people say: "Why in the world don't publishers pay more attention to the wrappers? Instead of keeping to the feeling of the book they blare forth colors so violent and unbecoming that I am ashamed to carry the book in public." Laymen will constantly remark: "this is a good binding"—"isn't this a swell jacket"—or, "how poor this one is in comparison."

I earnestly feel that the following suggestions are useful ones to both publisher and artist and what is more, distinctly feasible. Out of the many hundreds of artists who come to present their work for

approval each publisher should choose from six to a dozen artists whose work promises interesting material. Once a month each firm should invite them to its office for a meeting with the editorial and manufacturing departments as well as the sales force for the purpose of arranging an exhibit of all its current jackets and bindings, including successful jackets of other publishers. By pointing out their preferences, discussing mechanical reproduction processes, voicing their color objections, etc., greater efficiency and amiability between artist and staff would result. This can be done. An artist's versatility is often not sufficiently known to the publisher. If the publisher could be persuaded to make an occasional visit to the artist's studio (at least once a year) he would obtain a fairer and more comprehensive idea as to the scope and capability of his artists. The artist should be given every opportunity to develop the arts in book publishing along more progressive lines. The greater the confidence in him the more certain the possibility of good quality in his work.

I have designed book jackets, bindings and end leaves, and created decorative illustrations for thirty-two of the leading publishers in New York and Philadelphia. I have learned that no two publishers entirely agree on what constitutes a fitting treatment of a book. Many publishers suffer from color complexes and color influences. The artist should therefore not be dismayed to learn that his excellent sketches have been rejected because of this biased distaste for certain shades of cerise, red, green or brown.

The problems presented in this article can be greatly minimized by a closer contact between artist and publisher.

In addition to private stock maintained by many principal binders, GANE BROTHERS & CO. OF NEW YORK now have a complete stock of all colors of SCHUYLKILL LINING PAPER ("the best end sheet made") on hand in New York City.

Full Trim: A Bias on Current Bookmaking

Evelyn Harter

HOW IS IT THAT

Leading makes a page lighter
Blind stamping provokes no flutter
A bastard title is quite genteel
And never (well, hardly ever) falls into
the gutter

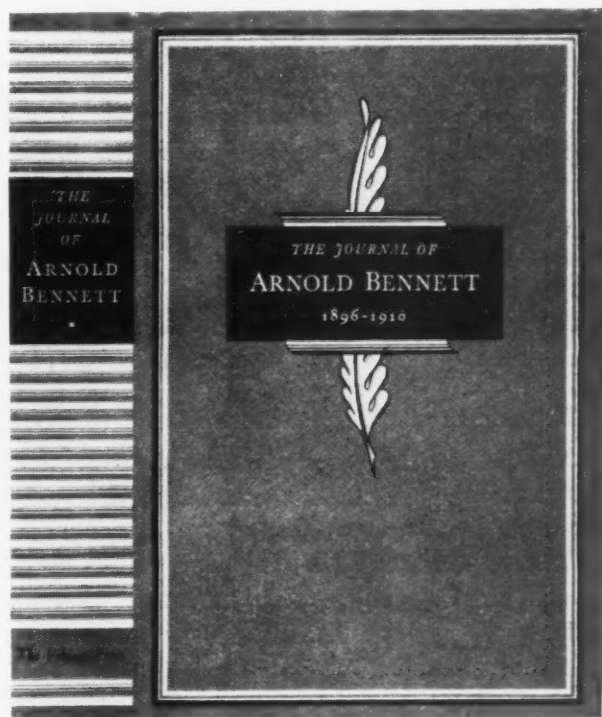
Type faces haven't been known to grin
Runningheads rarely seem to fag.
Books must find it passing strange
That their tails cannot possibly wag.

Or can type faces be made to grin? Our master printers, with the exception of Bruce Rogers, have approached their tasks with a fairly uniform solemnity. It is, naturally, much the safest course. Experiments in the direction of frivolity are replete with hazards as to taste and execution. Since there is probably no type face which, itself, might be called gay, the gaiety of a book must depend on its handling.

We have noticed a number of ventures of a frolicsome nature this month. Someone at Liveright's with a sense of humor must have been responsible for the lettering of "The Fat and the Brave" in appropriately expanded and condensed characters. Isidor Schneider must have had a good time placing each word of the title of "The Red House" (*Macaulay*) on a different level of a dwelling made of type ornaments. We sense a menace, however, in a lark of Knopf's in treating the runninghead of "Joy-Girl." They have separated the two words of the title in the runninghead by four ornaments and a folio; this is all right for "Joy-Girl," but someone is likely to take it seriously. It is perhaps late to comment on the amusing old-fashioned title-page of "The Strange Adventures of Jonathan Drew" (*Simon and Schuster*) distinguished by carrying a dozen sizes of caps, small caps and italic caps, with a goodly rash of red run out of register.

And so runs the sportive note in this spring of 1932, international dangers notwithstanding. One looks at the binding

of "In My Zoo" (*Viking*) to find a monkey hanging from one of the O's of the title. A similar idea is carried out more elaborately in "Wild Cargo" (*Simon and Schuster*) where, on a binding crossed with delicate gold lines, a chimpanzee is



Jacket design from "The Journal of Arnold Bennett," (*Viking*) which follows the binding in almost every detail

shown clinging to the bars. "Of Thee I Sing" (*Knopf*) is fortunately bound in a red cloth back and red and blue paper sides, with three drunken looking white stars in the upper field of blue. In general, we note sensible improvements in the handling of plays; both "The Animal Kingdom" and "Night Over Taos" (*French*) have been properly honored by the use of aero cloth.

Among the handsomer books we have seen this month are "Native Tales of New Mexico" (*Lippincott*), "The Journal of Arnold Bennett" (*Viking*), and "The Poems of Eleanor Wylie" (*Knopf*). The first is pleasantly bound in silver on henna vellum cloth, but its glory is its five reproductions of watercolors by Frank Apple-

gate made by Stern's aquatone, remarkable for their limpidity and luminosity. The "Journal" is luxuriously bound in blue-green aero cloth stamped in black and gold; the title-page and the frontispiece are made to pair up by the use of a cream-colored tint block under each. The "Poems of Eleanor Wylie" were set in Monotype Centaur, with headings in Arrighi Italic (hand-set)—all at the Lakeside Press.

We are willing to tip off people who are looking for ideas for end-papers to the extent of mentioning "Dynamarhythmic Design" (*Century*). It not only tells you how to go about making designs which we think wonderfully suited for end-sheets, but provides numerous samples.

One of those things which we look forward to in a possible millenium is a row of school-books which also seem at home in a personal library. "Poems by John Keats" (*Ray Long and Richard Smith*) anticipates this happy state. It is tall, graciously bound, and sells for \$1.

Rushmore Designs Special Edition

A SPECIAL edition of "Sonnets from the Portuguese" by Elizabeth Barrett Browning has just been released by Harper & Brothers. This edition has been handset in Goudy's Medieval type by Arthur Rushmore, head of the Manufacturing Department of Harper & Brothers, and Mrs. Rushmore at the Golden Hind Press at their home in Madison, N. J. The type, designed by Mr. Goudy, and the matrices cast at his studio, "Deepdene," Marlborough-on-the-Hudson, was adapted from twelfth century manuscript originals and the capitals are Lombardic in source. The book has been printed on special Pannekoek mould-made stock imported from Holland. The binding paper was specially imported from Germany. The whole book has been planned and executed with the same personal touch which would ordinarily be available only in expensive limited editions. The book is listed at \$2.00.

THE PLIMPTON PRESS

NORWOOD, MASS.



Complete Edition Work

Book Illustration Competition

A COMPETITION in book illustration has been announced by the Limited Editions Club, to be open to all artists. The first prize of \$2500. will be awarded by a jury of three well-known book designers to the artist submitting the best series of illustrations for a book. Illustrations may be of any type; wood-cuts, copper- or steel-engravings, lithographs, water-colors, oil paintings or drawings for reproduction by photo-engraving. A competitor may submit any number of sets of illustrations, for as many books as he pleases. Each set must be placed in a large tied portfolio, with the name of the artist and the title of the book clearly indicated on the cover. The Limited Editions Club has prepared a list of thirty titles for the guidance of competitors, although a book not on the list may be used if the competitor first secures the approval of the Club. Further details may be secured on application from the Limited Editions Club, 551 Fifth Avenue, N. Y. City.

Printing Courses

WILDER BENTLEY of the Carnegie Institute of Technology, Pittsburgh, is giving a series of lectures on "The History and Aesthetics of Fine Printing," June 13th to 24th, at the University of Pittsburgh, to be repeated at the University of California Summer School, Berkeley, July 11th to 30th. At Berkeley, the course will be given as public lectures illustrated with 500 lantern slides, 100 in color. Particulars as to these courses can be obtained from the two universities.

THE NORWOOD PRESS

NORWOOD - - MASSACHUSETTS

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the manufacture of fine books*

TYPESETTING ELECTROTYPING PRINTING BINDING

Announcing
a new addition to the
distinguished Interlaken line

INTERLAKEN UNFINISHED BOOK CLOTHS

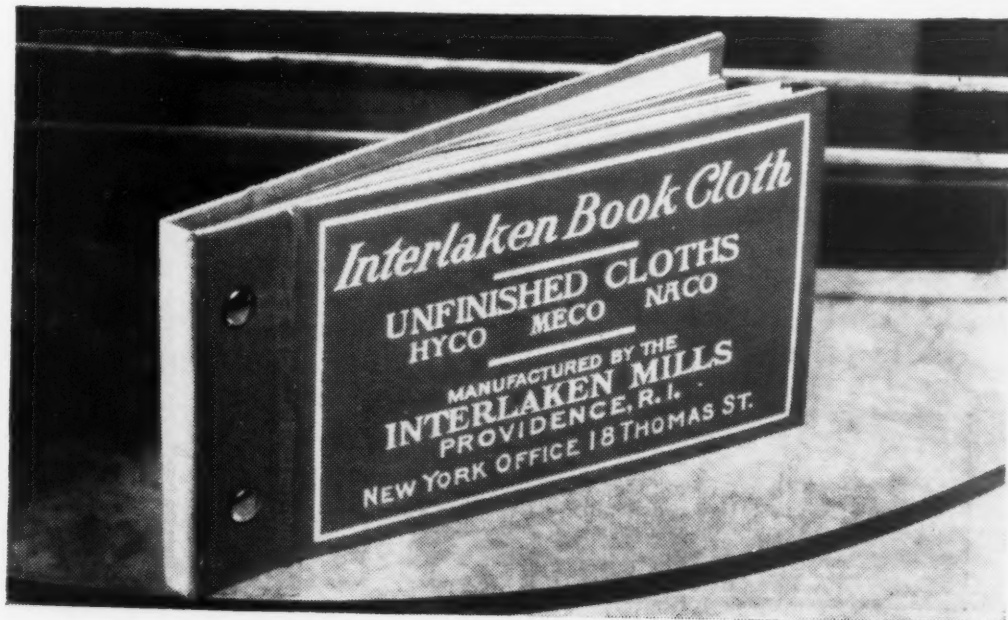
They come in three moderate priced grades—HYCO (best grade) MECO (medium grade) and NACO (lowest priced). There are ten brilliant, attractive colors in each, including the famous Interlaken jet-black, which in every Interlaken grade has no competitor. Since the introduction of "airplane" or "balloon" cloths from Europe several years ago, we have waited, constantly experimenting with our materials, until we could be sure that we had not just another unfinished cloth but a perfected product—longer wearing, brighter colors, finer finish. Now it is here—and we know you will be pleased with it!

NOTE:—Interlaken's "Novelty" cloths (grades A, B, and C) will be withdrawn. However, orders for Novelty "A" will continue to be filled in lots of not less than 250 yards of a color.

BRIGHTER COLORS!

Send for the sample book—note the brilliant colors. They are the colors you have always wanted—they will add 100% to the appearance of any book. They cost no more than other kinds.

THE
 INTERLAKEN
 MILLS
 Providence, R. I.
 18 Thomas St., N. Y.



Books About Bookmaking

Dr. Hellmut Lehmann-Haupt

AN ESSAY ON TYPOGRAPHY. By *Eric Gill*. London, Sheed & Ward, 1931. 25s.

It is the characteristic limitation of a creative artist when writing a book that makes for the special value of this essay. The most important thing about Eric Gill's opinions on the subject is his strong and uncompromising bias: There is no link between the life and work of the artist and between the life and work with the machine. The industrial product should not try to be artistic, but ought to live up to standards of common decency. The work of the artist should be free from the embarrassment of speed and efficiency, of profit and competition. It is the satisfaction of complete perfection of a given task that remunerates the artist. Eric Gill the sculptor is right, Eric Gill the typographer is wrong in theory, but right in practice, which in turn has little to do with his theory. After all, he has made the drawings for the "Perpetua," from which the English Monotype Company produced a perfect typeface, fresh, beautiful, legible and "modern."

The book is full of interesting suggestions. There is no attempt to be superficially different for the sake of being different. Nor will the student find a complete set of standard specifications on how to make the book beautiful. It is merely, that from his convictions, which are serious, a number of ideas have resulted, some practical, some theoretical, that will provide material for thought and consideration to everyone, whether he likes them or not. Some of the practical recommendations are merely written suggestions, others are actually carried out with varied success in the making of this volume. The

book contains some beautiful illustrations of good and bad forms, drawn by Eric Gill, which alone make the volume a valuable possession to anyone interested in beautiful typography.

American Typography

THE COLONIAL PRINTER by *Lawrence C. Wroth*. New York, The Grolier Club, 1931. \$27.50 (through members only).

In the short time since the publication through the Grolier Club of Mr. Wroth's study it has become evident that the book will occupy a place among the best scholarly works on the American tradition of typography and book production. It deals with the facts relating to the Colonial printer's activities, with reconstructing the physical aspects of his establishment and the general conditions of work. It studies tools and materials as well as shop procedure, labor conditions, the nature of the early printer's product and his remuneration. It is the result of many years of persistent, systematic and sensitive research. Through the accuracy of his method and his consideration of the practical as well as the aesthetic side of the matter, the author has succeeded in giving his work a quality that is common to all good workmanship: A complete fulfillment of his object—and something more besides that.

BOOK COVER DIES

SINCE 1885

Becker Bros. Engraving Co.
103 Lafayette Street . . . New York

D. B. UPDIKE

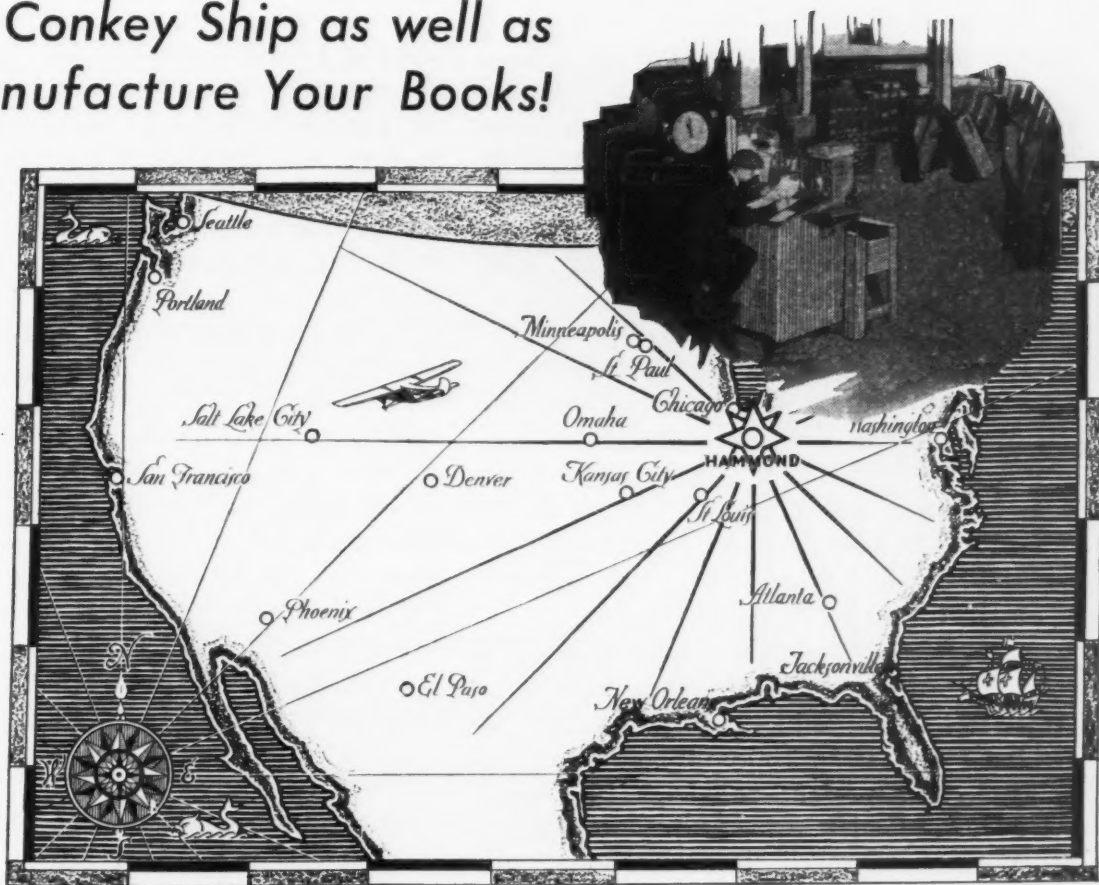
The Merrymount Press

Printers of books of all kinds,
Trade Editions, Editions de
luxé, Catalogues, Pamphlets,
Reports, Programmes, Circulars,
Bookplates, Stationery, &c.

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Cut Your Distribution Cost!

—Let Conkey Ship as well as Manufacture Your Books!



It is not alone the quality which Conkey builds into the printing and binding of books which influences many of the largest publishers in the country to rely on Conkey as their chief source of supply, but also, *the splendid distribution facilities which this company has to offer.*

Located right in the population center of the country; forty-five minutes from the largest railroad facilities in the world; with extremely efficient storage and shipping departments, Conkey can distribute your books and save you shipping costs . . . One publisher on the Eastern seaboard who formerly placed his business with an Eastern printer now saves thousands of dollars annually by placing his business with Conkey.

You can do likewise, for here, in this efficiently managed and operated plant, storage and economical distribution of finished books is as much a part of the service rendered as is the quality production of printing and binding.

There are a number of Conkey booklets which describe Conkey service in detail which you may have upon request.



W. B. CONKEY COMPANY, Hammond, Indiana

Printers, Binders and Book Manufacturers

Sales Offices in Chicago and New York

EVERY PUBLISHER SHOULD DEMAND INCREASED EFFICIENCY IN BOOK MANUFACTURE

DOUGLAS C. MCMURTRIE'S contribution to American printing history is well known. The recent, and for that matter, the older contributions of this most prolific writer, are too numerous to find individual representation here. It is therefore fortunate that Charles F. Heartman, in the May number of his *American Book Collector*, has published the first part of a McMurtrie bibliography, compiled by Mrs. M. E. Heartman. The list is to be continued in subsequent issues of *The American Book Collector*.

FASHIONS IN AMERICAN TYPOGRAPHY 1780 to 1930. With brief illustrated stories of the life and environment of the American people in seven periods and demonstrations of E. G. G.'s *Fresh Note American Period Typography* by *Edmund G. Gress*. New York, Harper & Brothers, 1931. \$5.

A great deal of effort has been spent in gathering the material for this survey of American typographic tradition, that intends at the same time to act as an inspiration for present problems in design. As a retrospective survey the book suffers from the preconceived notion—mechanically applied—that history changes completely every 30 years. The illustrations for each of these 30 year periods are interesting as long as they are taken from these periods themselves. Unfortunately, many illustrations by posthumous illustrators have been inserted and have destroyed much of the source value of the material. In its effort to inspire modern work "by figuratively living in each period in American history and then combining that feeling and inspiration with the feeling and inspiration of the 1930 period" the book recommends the opposite from what Mr. Goudy recommends, who says in his foreword: "Why need our types as well as our typography be imitative?"

BOOK DECORATIONS BY BERTRAM GROSVENOR GOODHUE. With an introduction by *Ingalls Kimball*. New York, The Grolier Club, 1931. \$15.00 (through members only).

Goodhue's importance as a leading book artist in the early part of the century need not be explained, and no excuse is necessary for the reproduction (in excel-

lent form) of a number of his borders and full page decorations, covers, book plates, printers marks and seals, miscellaneous decorations, printing types, initials, and some working sketches. Any one interested in Goodhue's work, and moreover in the general trend of decorative design during the later 90's and the beginning of our century, will be glad to turn to this publication. However, modern artists and typographers will find it difficult to agree with Mr. Kimball's remark, in his introduction, that "his drawings might be of value to those young men and women who are today engaged in the design and making of books." This, it seems to me, represents a characteristic and widespread fallacy. It is no reflection upon Goodhue's talent or the merit of the present publication to say that the modern generation has an entirely different approach to the design of a book from an older generation that lived on the decorative expression of past centuries rather than on the inspiration of their own time.

BOOK AND JOB PRINTING IN CHICAGO. A study of Organization of Employers and their Relations with Labor. By *Emily Clark Brown*, Ph.D. Chicago, University Press, 1931. \$3.00.

This book, self explanatory in its title, was written by the Assistant Professor of Economics, Wellesley College, and published as number 21 of the Social Science Studies of the University of Chicago. It is mentioned here as a competent and important study, from an unusual angle, in the field to which this column is devoted. The book, capably and interestingly written, deserves attention as one of the first sociological studies of printing in book form.

PRINTING AND THE ALLIED TRADES. By *R. Randolph Karch*. Introduction by *John Clyde Oswald*. New York, Isaac Pitman & Sons, 1931. \$1.50.

By the Supervisor of Printing, at the Steubenville Public Schools, Steubenville, Ohio, and intended for the special use of junior and senior high-school students and printing apprentices in the industry. Although "A score of copies were sent to specialists in the trades, and verified as to correctness in technical detail" the first



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FOR those books whose modern spirit calls for a type without serifs, we believe that Metro, designed by W. A. Dwiggins, offers the highest degree of legibility that has been attained in a sans-serif face. The letters are carefully proportioned and have just a trace of distinction between the light and heavy strokes which helps to give it the "flow" that carries the eye along. Metro has been successfully used for several recent notable books, including publications of the Limited Editions Club, the Yale University Press and the Modern Library. There are four weights of Metro ranging from the hairline Metrothin to the very assertive Metroblack. This page is set in Metrolite No. 2, which is the weight that is usually most suitable for book composition. Mergenthaler Linotype Company, Brooklyn, New York.

three pages alone contain about half a dozen errors. In the technical details the book may be literally "correct," but a glance at the collected examples, for instance the selection of typefaces and their interpretation, pages 11, 13, 61, shows the author's misunderstanding of typographic forms and their significance. Excuse might be offered on the familiar ground that the book is "only for high school students and apprentices." This would, however, be a dangerous excuse. For it is hard to over-emphasize how important is the manner in which for the first time a subject is presented to a young person.

THE IDEAL BOOK. Two essays jointly awarded the prize offered by the Limited Editions Club for the best essay upon the subject, by *Francis P. Dill* and *Porter Garnett*. New York, The Limited Editions Club, 1932.

These two essays, first printed for distribution to the members of the Limited Editions Club, has recently been printed as an attractive booklet by the American Institute of Graphic Arts as a keepsake to its members.

Two other items in this group will be reviewed in greater detail in the July Book Making issue.

Walpole Printers Dissolve

THE WALPOLE PRINTING OFFICE at New Rochelle announces that, owing to the illness of Edmund B. Thompson, the partnership between himself and Peter Beilenson has been dissolved, and the business will be conducted by Mr. Beilenson in the same way as before. This firm has made some notable contributions to bookmaking in the past few years.

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New Interlaken Cloth

AN IMPORTANT ADDITION to its line of book binding cloths has been announced by the Interlaken Mills, of Providence and New York, to take effect June first. It is called Interlaken "Unfinished" Cloth, and will be made in three grades, "Hyco" (best grade), "Meco" (medium grade), and "Naco" (lowest priced grade). Ten standard colors have been developed in each of the unfinished grades.

It was announced at the same time that Interlaken's "Novelty" Cloth (Grades A, B, and C), a similar cloth with a harder finish, would be discontinued, except that orders for Novelty Grade A will continue to be filled in lots of not less than 250 yards of a color. Interlaken Unfinished Hyco, Meco, and Naco come regularly in 36" widths; Naco will also be supplied in 38" in lots of not less than 500 yards.

Sample books of Interlaken Unfinished Hyco, Meco, and Naco, showing all the colors, have already been sent to binders and publishers, and can also be obtained on request from the Interlaken Mills, at 18 Thomas Street, New York City.

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Gage Heads A. I. G. A.

AT THE ANNUAL MEETING of the American Institute of Graphic Arts on May 25th Harry L. Gage, formerly of the Bartlett Orr Company and now connected with the Mergenthaler Linotype Company, was elected President to succeed Harry A. Groesbeck, who retired after two years' service. The officers elected were as follows:

Hon. President: Harry A. Groesbeck.

President: Harry L. Gage.

Vice President: C. Chester Lane.

Honorary Vice Presidents: William A. Kittridge, Chicago; Otto F. Ege, Cleveland; Donald Drain, Houston; Bruce McCallister, Los Angeles; Edward L. Stone, Roanoke; Brad Stephens, Boston; Paul J. Saxe, Cambridge; Fred Main, Springfield; Allen Eaton, New York; Henry W. Kent, New York; John Clyde Oswald, New York; Carl J. A. Anderson, Philadelphia.

The Directors, who have a term of three years, Burton Emmett of the Newell-Emmett Company, Harold Marchbanks of the Marchbanks Press, Critchell Rimington of the John Day Company.

Corresponding Secretary: William Reydel.

Recording Secretary: William C. Magee.

Treasurer: F. W. Shaefer.

The President's report indicated a successful year, in spite of financial difficulties. The Membership Committee had been active, and many new active members were added to the list, offsetting the natural tendency of resignation.

The exhibits of books of commercial printing and of prints have been in as much demand as ever with their influence steadily on the increase. Part of the expenses of keeping the exhibits on the road had been provided by the Carnegie Institute.

The Institute's Gold Medal was awarded this year to Porter Garnett of the Laboratory Press for his contribution to

the cause of education in the field of typography. Mr. Groesbeck emphasized the fact that the Bookmaking Clinic had been the most notable addition to the Institute's activities, and he congratulated Mr. Gage on his successful organization and conduct of that enterprise. In the Clinic's second season running from October to May there had been an average attendance of sixty designers, book makers and people from related industries.

Binding Display

THE PLACE OF lacquered fabrics in book binding is to be emphasized by an exhibit in the Empire State Building beginning on June 20th and lasting two weeks. The Fabrikoid Department of E. I. Du Pont De Nemours & Company is planning this display and is gathering from book binders throughout the country the best examples of the use of various fabrikoid materials in bindings of all kinds. This company is now doing a great deal of special work for different types of bindings. Different weights of fabric have been worked out to provide covering more suitable for special editions, designs have been experimented with which can be impressed into the surface of the fabrikoid, thus giving an appropriate all-over design for books on special subjects, and the company has many evidences of new interest in material from many book fields where durability and finish supply sales arguments.

World Edition of Goethe's Works

PROFESSOR CHRISTIAN HEINRICH KLEUCKENS, one of the leading typographers of Germany, has designed a new sans serif type for the new large world edition of the works of Goethe which is being prepared in Mainz.

This new type is called Goethe Letter. Professor Kleuckens was previously director of the Ernst-Ludwig Press in Darmstadt.

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Holliston Makes Leather Cloth

HOLLISTON MILLS have acquired ownership of all rights to produce Sturdite Leather Cloth, of which they have been the distributors for some years and which will now be manufactured wholly at Norwood. This transfer includes the trained personnel and all formulas and special machinery. This announcement means that after their forty years' experience in making book cover materials the Holliston people now become equipped to play a part in the development of impregnated fabrics for covering purposes.

Adler Leaves Random House

RANDOM HOUSE, INC. has been reorganized through the resignation of Elmer Adler, one of the founders of the business. Mr. Adler will now confine his activities strictly to the Pynson Printers and the *Colophon*, leaving Bennett A. Cerf and Donald S. Klopfer as sole directors of the Random House. These same partners are owners of the Modern Library business, which will presumably allow them to handle the two businesses as one with efficiency and economy.

French Book Days Revived

THE SERIES OF FRENCH Book Days, so successfully conducted last year, had a revival last week in many cities in France. In Paris last year the large area of space around the Madeleine was turned over by the city to the booktrade which sold bargains, gave out souvenirs, and had a general celebration to encourage interest in books and reading.

Visit With Goudys Described

THE STORY OF A VISIT to "Deepdene," the home of Frederick W. Goudy, is told by Sidney S. Wheeler in a beautiful slim volume just released by The Typographical Laboratory in Boston. The book is printed in Kennerley type, one of Mr. Goudy's own faces, and bound in boards on which the title is gold stamped in Goudy Forum type. A preface gives the history of the designing of the Kennerley type. There are several photographic illustrations showing the Goudy home.

Types for Textbooks

A STUDY OF THE MAKING of books for schools is being conducted in Baltimore under the auspices of the Maryland Society for the Prevention of Blindness, and in this study the Public Schools of Baltimore and the Enoch Pratt Free Library are cooperating. In preparation for its conferences the Committee has sent to textbook publishers a letter asking them to indicate what research they have conducted as to the size and kind of type and paper most suitable for schoolbooks. A meeting of the Committee was held on Thursday of this week at Baltimore which was attended by Frederic G. Melcher, representing the National Association of Book Publishers, and Harry L. Gage, President of the American Institute of Graphic Arts and director of the Book Clinic.

Two-in-one Linotype

A TWO IN one Linotype machine which will set both display and text has been developed by the Mergenthaler Linotype Company. This machine can be equipped with any combination of text and display matrices, split or full length magazines, with or without wide auxiliaries. Standard 72 or 90 channel magazines are used on the machine according to the various faces needed.

Automatic Typesetter Shown

LINOTYPING DIRECT from copy, by means of the "Electric eye" has been successfully demonstrated by Buford L. Green, a North Carolina inventor. The machine is called a semagraph and operates through the passing of a ray of light over copy from a specially constructed typewriter, which, besides printing the ordinary characters, prints a dot code beneath each letter. The light, passing over these dots, actuates certain photoelectric cells which in turn cause the correct matrices in the linotyping machine to be released from the magazine. The typewriter is equipped with a special space bar which guides the writer in writing each line of just the proper length to fill a line of type material. If this machine is successfully developed it will eliminate all but author's corrections in setting up copy and should prove a distinct addition to printing mechanism.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Adam, Karl

Saint Augustine; the odyssey of his soul; tr. [from the German] by Dom Justin McCann. 70p. D c. N. Y., Macmillan \$1
A study of St. Augustine's mental development.

Aeschylus

The Oresteia of Aeschylus: The Agamemnon, The Coephoroi, The Eumenides; tr. from the Greek by Charles H. Hitchcock. 156p. S '32, c. '27-'32 Bost., Bruce Humphries \$2.50

Alexis, Joseph Emanuel Alexander

En España [textbook]. 323p. il., maps D [c. '32] Lincoln, Neb., Midwest B'k Co. \$1.44

Allen, Frank J.

The great church towers of England, chiefly of the perpendicular period. 218p. il., diagrs. Q '32 [N. Y., Macmillan] \$15
A photographic study of all the principal towers, with critical notes, record of architectural details, and exposition of the principles of tower design.

Anatomy of Don Quixote, The. [critical essay]. 128p. D '32 Ithaca, N. Y., Dragon Press, 240 Linden Ave. \$1.50

Angell, James Waterhouse

The recovery of Germany; enl. and rev. ed. 461p. (bibl. footnotes) diagrs. D (Council on Foreign Relations pub'n) [c. '29, '32] New Haven, Conn., Yale \$4

Arnold, R. Ross

Indian wars of Idaho. 272p. il. D '32 Caldwell, Id., Caxton Printers \$2.50

Atkin, William

Three little cruising yachts. 320p. il., diagrs. D c. Huntington, N. Y., The Mizzen Top \$4
A record of the designing, building and sailing of three little ships of similar plan but very different rigging.

Barbasetti, Luigi

The art of the foil; with a short history of fencing [translation]. 288p. il. O [c. '32] N. Y., Dutton \$5
A manual on the theory and technique of fencing, a sport that is gaining wide popularity at present in this country.

Bartley, Nalbro Isadorah [Mrs. Horace Lerch]

Second flight. 312p. D [c. '32] N. Y., Farrar & Rinehart \$2
Posy Delano and Burr Lindsay met in Reno where each was getting a divorce, fell in love and were married on the day they obtained their decrees.

Bell, Neil, pseud. [Stephen Southwold]

The disturbing affair of Noel Blake. 262p. D c. N. Y., Putnam \$2
A mystery tale, with an English setting, that dips into psycho-analysis and spiritualism.

Bible

The Apocrypha; authorized version; lim. ed. 406p. il. Q (Cresset Press) ['32] Chic., Argus B'ks vellum, \$20, bxd.

Blome, Richard

Hawking, or falconry; lim. ed. 123p. il. O (Cresset Press) ['32] Chic., Argus B'ks bds. \$2

Breton, Nicholas

A mad world, my masters, and other prose; ed. by Ursula Kentish-Wright; 2 v.; lim. ed. 228p.; 249p. O (Cresset Press) ['32] Chic., Argus B'ks \$8

Brown, Sydney MacGillvary

Medieval Europe. 554p. (bibls.) maps O [c. '32] N. Y., Harcourt \$3.50
By a professor of European history at Lehigh University.

Brussel, I. R.

A bibliography of the writings of James Branch Cabell; a revised bibliography [lim. numbered ed.]. 126p. front. (por.) D (Centaur bibliographies, no. 11) c. Phil., Centaur B'k Shop \$3.50
This bibliography is based upon one compiled by Guy Holt in 1924.

Carfrae, Elizabeth

The radiant years. 279p. D c. N. Y., Putnam \$2
The romance of a beautiful and courageous girl in modern London.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T. 24mo: 15 cm.); sq, obl., nar., designate square, oblong, narrow.

Cennini da Colle Valdelsa, Cennino D'Andrea

Il libro dell' arte; [v. 1], Text; ed. by Daniel V. Thompson, Jr. 147p. il. O (Louis Stern Memorial Fund pub'n) c. New Haven, Conn., Yale \$3

The Italian text of an ancient work on the medieval painter's craft. A second volume, to be published later, will be the English translation.

Colter, Eli

Outlaw blood [fiction]. 284p. D '32 N. Y., A. H. King \$2

Cooper, Raymond Westervelt

The drama of drink; its facts and fancies through the ages until now. 365p. O c. Andover, Mass., Drama of Drink Distributors \$1.90

A discussion of drink and the prohibition question, which favors prohibition.

Corey, Herbert

The truth about Hoover. 324p. il. (pors.) O c. Bost., Houghton \$2.50

A journalist discredits the charges which have been made against Hoover in several books and gives the results of his own investigations.

Cox, George W., and Jones, W. H.

How to get a position in school or college. 97p. O [c.'32] Columbia, S. C., Southern Teachers' Agency \$1

A treatise on the art of applying for and securing a position as teacher or administrator in public and private institutions.

Cressey, Paul G.

The taxi-dance hall; a sociological study in commercialized recreation and city life. 321p. (bibl. footnotes) maps D (Univ. of Chic. sociological ser.) [c.'32] Chic., Univ. of Chic. Press \$3

The report of an investigation of Chicago taxi-dance halls that was carried on by the Juvenile Protective Association of Chicago. Unregulated, the author sees them a menace, but, under supervision he believes they would fill a definite social need.

Crosby, Percy Leo

Patriotism; a dialogue; il. by the author. 163p. D [c.'32] N. Y., Putnam bds. \$2

Discussions of Shaw and Gandhi and general world conditions; pacificism; and prohibition.

David, Lawrence

Naked glory. 320p. D [32] N. Y., Macaulay \$2

Pierre Vande, a dashing man of the world for whom love was an art, brought the atmosphere of Paris to the exotic South Sea island he inherited.

Davis, Forrest

What price Wall Street? 376p. (2p. bibl.) O c. N. Y., Wm. Godwin \$3

A study of stock exchange excesses and their disastrous social results.

Delinquent child (The); report of the Committee on Socially Handicapped — Delinquency. 519p. (28p. bibl.) O (White House Conf. on Child Health and Protection, section 4, The handicapped) [c.'32] N. Y., Century \$3.50

The report of a survey of juvenile delinquency problems in the United States.

Doyle, T. Lewis

The joy of childhood, and other poems. 128p. il. D [c.'32] N. Y., Samuel R. Leland \$1.25

Du Bose, Francis Goodwin

Episodes in black and white [fiction]. 80p. il. S [c.'32] Nashville, Marshall & Bruce Co. \$1.50

Dulles, Foster Rhea

America in the Pacific; a century of expansion. 312p. (24p. bibl. notes) O c. Bost., Houghton \$3.50

A history of our expansion westward and a discussion of our relations with the Philippines, Hawaii, China and Japan.

Dutton, Charles J.

Poison unknown [fiction]. 299p. D '32 N. Y., Dodd, Mead \$2

Eagan, Eddie

Fighting for fun. 309p. il. D c. N. Y., Macmillan \$3

The autobiography of the amateur heavyweight champion of the world, who is also a lawyer and Rhodes Scholarship winner.

Farnol, Jeffery

Voices from the dust. 298p. il. O c. Bost., Little, Brown \$2.50

Thirteen short romances each of which is set in a different period of English history, from Roman times to the present day.

Brandau, Hermann

German-American patriot: sketches and poems [in German]. 190p. D '32 Milwaukee, Caspar, Krueger, Dory Co. \$1.50; pap., \$1.25

Brumfield, L. F.

Capon growing and marketing. 26p. (bibl.) il., diags. O [c.'32] Ithaca, N. Y., Author, 205 College Ave. pap. 50 c.

Campbell, Carlos E.

Factors affecting the price of rice. 56p. (bibl. footnotes) diags. O (U. S. Dep't of Agri. technical bull. no. 297) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Cook, Willie Mae

Ability of children in color discrimination. 19p. diags. O '32 Balt., Johns Hopkins Press pap. 20 c.

Cooley, Thomas M.

Cooley on torts; an encyclopedia of noncontract liability; 3 v.; new 4th ed., by D. A. Haggard. '32 Chic., Callaghan & Co. \$30

Deffendall, P. H.

Elementary English work books; bk. 3. 62p. il. Q [c.'32] [N. Y.] Macmillan pap. 28 c.

Abbott, Arthur L.

National electrical code handbook. 473p. il., diags. D '32 N. Y., McGraw-Hill flex. cl. \$3

Adams, Randolph G.

The dignity of George Washington; an address delivered in the Hill Auditorium in the city of Ann Arbor, February 22, 1932. 18p. O '32 Ann Arbor, Mich., Geo. Wahr pap. 20 c.

Administration of the school health program (The); report of the Subcommittee on the Administration of the School Health Program. 52 p. (3p. bibl.) O (White House Conference on Child Health and Protection, section 3, Educ. and training) [c.'32] N. Y., Century pap. 50 c.

Back, E. A., and Cotton, R. T.

Hydrocyanic acid gas as a fumigant for destroying household insects. 23p. il., diags. O (Farmers' bull. no. 1670) [32] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Berry, R. L.

Redemption through Christ. 61p. S [c.'32] Anderson, Ind., Gospel Trumpet Co. pap. 10 c.

Fort, Charles

Wild talents. 342p. O [c.'32] [N. Y., Claude Kendall] \$3

A new compendium of phenomena by the author of "Lo!", to prove his thesis that man possesses latent powers, which, if developed, would result in an era of witchcraft and sorcery.

French, Henry Willard

The lance of Kanana; a story of Arabia; il. by Wilfred Jones [new ed.] 165p. il. (pt. col.) O [c.'92-'32] Bost., Lothrop \$2.50

Gibbs, Arthur Hamilton

Undertow. 296p. D c. Bost., Little, Brown \$2.50

The story of Philip Jocelyn, an attractive and gentle English schoolmaster, who finds himself forced to choose between Millicent, his unimaginative fiancée, and Jeanne, lovely, generous and fathomless daughter of the Côte d'Azur.

Gilbert, Anthony

The body on the beam [fiction]. 295p. D '32 N. Y., Dodd, Mead \$2

Gilchrist, Marie Emilie

Writing poetry; suggestions for young writers; with poems by members of the Stevenson room poetry group of the Cleveland Public Library. 147p. (2p. bibl.) D c. Bost., Houghton \$1.50

The fruit of practical experience in directing a group of young people in the art of writing poetry.

Gogol, Nicholas

The diary of a madman; tr. by Prince Mirsky; lim. ed. 81p. il. Q (Cresset Press) [32] Chic., Argus B'ks \$10

Grand, Gordon

The silver horn, and other sporting tales of John Weatherford; lim. ed. 229p. il. O '32 N. Y., Derrydale Press bds. \$7.50

Graves, Frank Pierrepont

The administration of American education, with especial reference to personnel factors. 649p. (bibls.) diags. D c. N. Y., Macmillan \$2

By the Commissioner of Education and President of the University of the State of New York.

Gray, Alan

Marconi rigging and sailmaking; a simpli-

fied, practical guide for the amateur. 126p. il., diags. T [c.'32] N. Y., Rudder Pub. Co. \$2

Hartmann, Nicolai

Ethics; v. 2. Moral values. 476p. O (Lib. of phil.) '32 N. Y., Macmillan \$5

Hooker, James

The permanent solution; the way to peace and prosperity. 93p. D [c.'32] Ind., Peace Pub. Co., 437 E. 10th St. \$1

A metaphysical remedy for the depression.

Hutchinson, R. C.

The answering glory. 303p. D [c.'32] N. Y., Farrar & Rinehart \$2

A story of a woman's great faith and courage which carried her through forty years as the sole missionary and white person on an island off the coast of Africa and, back in London, made her live only for one thing—to return to her island natives.

Irving, Frederick C., M.D.

The expectant mother's handbook. 215p. diags. S c. Bost., Houghton \$1.75

A comprehensive explanation of everything an expectant mother should know about childbirth. By the Professor of Obstetrics at the Harvard Medical School.

Jensen, Kathryn L.

Fundamentals in massage. 178p. il. D '32 N. Y., Macmillan \$2

Jerusalem, Wilhelm

An introduction to philosophy; rev. ed. 543p. D '32 N. Y., Macmillan \$2.50

Johnson, Tressa Beatrice

The gate in the wall; songs and sonnets; lim. numbered ed. 44p. il. D [c.'32] Carmel-by-the-Sea, Cal., Press in the Forest bds. \$2

Jones, Samuel Isaac

Mathematical nuts, for lovers of mathematics. 350p. il., diags. D [c.'32] Nashville, Author, Life & Casualty Bldg. half lea. \$3.50

Kallen, Horace Meyer

Judaism at bay; essays toward the adjustment of Judaism to modernity. 261p. O c. N. Y., Bloch Pub. Co. \$2.50

Frederickson, Otto Frovin

The liquor question among the Indian tribes in Kansas, 1804-1881. 103p. (4p. bibl.) O (Bull. of Univ. of Kan. humanistic studies, v. 4, no. 4) c. Lawrence, Kan., Univ. of Kansas, Dep't of Journalism Press apply

Fried, Boris Mark

Primary carcinoma of the lung: bronchiogenic cancer; a clinical and pathological study in two parts. 247p. (9p. bibl.) il., diagr. O '32 Balt., Williams & Wilkins \$5

Green, Fletcher Melvin

Heroes of the American Revolution; an outline for individual and group study. 55p. (bibl.) O (Univ. of N. C. ext. bull., v. 11, no. 5) '32 Chapel Hill, N. C., Univ. of N. C. Press pap. 50 c.

Grundy, J. B. C.

New ways of teaching French. 32p. (bibl. footnotes) il., map, diags. S '32 N. Y., Longmans pap. 30 c.

Hansen, J. E.

The advanced technique of porcelain enameling.

309p. il., diags. O c. Cleveland, O., Enamelist Pub. Co., 2100 Keith Bldg. \$3.50

Hendrickson, Grace M.

Raggedy Ann and Andy. 29p. (2p. bibl.) O (Teachers' lesson unit ser. no. 37) [c.'32] N. Y., Teachers Coll., Columbia Univ. pap. 25 c.

Hill, Norman L.

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- Truth about Hoover, The. Corey, H. \$2.50
Houghton
- Two hundred. \$1
N. R. Wahl
- Undertow, Gibbs, A. H. \$2.50
Little, Brown
- Units in English. Paul, H. G. \$1.48
Lyons & Carnahan
- Voices from the dust. Farnol, J. \$2.50
Little, Brown
- Wesleyan's first century. Price, C. F. \$2.50
Wesleyan Univ.
- What price Wall Street? Davis, F. \$3
Wm. Godwin
- Wild talents. Fort, C. \$3 Claude Kendall
- Wonders of the sky. Proctor, M. 50 c.
Warne
- Words of the Missal, The. Martindale, C. C. \$2
Macmillan
- Writing poetry. Gilchrist, M. E. \$1.50
Houghton
- Young (Owen D.). Tarbell, I. M. \$3
Macmillan

Old and Rare Books

A Weekly Department

VOLUMES XIII AND XIV of the Isham Collection of the Boswell Papers have just been forwarded to subscribers by William Edwin Rudge, Inc., the publishers. After the publication of the first six volumes and while volumes VII, VIII and IX were in press, additional manuscripts of James Boswell were turned up in an old croquet box at Malahide Castle. These were immediately purchased by Colonel Isham. They include 22 letters by Boswell and others, approximately 150 pages of Journal and Boswell's manuscript material for his proposed Life of Lord James. All the new material following in date later than the ninth volume will be included without added expense to the subscribers. This means a virtual doubling in size of the volumes as originally planned, and an additional volume, number XIX, to contain the index, which will go to the subscribers without cost. Two more volumes will be issued in October, 1932, and the final volumes will go forward sometime in 1933. Volumes XIII and XIV are in the same superb format which Bruce Rogers designed for the set, and the difficulties of the times have not been allowed to cheapen the production in any way. The publisher believes that the public should know and appreciate that the cost of editing, designing, printing and publishing has exceeded the price of \$50.00 per volume which has been received from subscribers, but Colonel Isham has gallantly carried through the enterprise.

RARE AMERICANA, comprising books, pamphlets, autograph letters, and manuscripts, mainly of the Colonial and Revolutionary War periods, will be sold by Charles F. Heartman, at Metuchen, N. J., June 11. Among the material offered is a collection of almanacs, five Boston

Massacre orations, some fine French and Indian War autographed letters, several French and Indian War orderly books, four original Indian treaties, rare Mormon pamphlets, a collection of Robert Rogers autograph letters, a group of Philip Schuyler letters, pamphlets by or relating to George Whitefield; a survey by George Washington, and important manuscript material relating to Ticonderoga and the Lake Champlain region.

AN AUTOGRAPHED presentation copy of the first French edition of Karl Marx's "Le Capitel" (1875) brought the third highest price among 500 items recently sold by auction in Chicago by the Bret-Mark Book Mart of 2079 Sutter Street, San Francisco. This is said to be the first known copy of a presentation "Das Kapital" to come into the auction rooms. It brought \$75. The presentation inscription was from Marx to the deportees of the Paris Commune.

Auction Calendar

Thursday and Friday evenings, June 9 and 10, at 8 o'clock. Selections from a gentleman's library from the State of New York. (Items 563.) Chicago Book & Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

Saturday morning, June 11, at 11 o'clock. Rare Americana, books and pamphlets and an extraordinary collection of historical manuscripts selected from a well-known private collection, including original manuscript Indian Treaties, a collection of autograph letters, etc. (Items 205.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Tuesday, Wednesday, Thursday and Friday evenings, June 14, 15, 16 and 17, at 7:30. Library belonging to the estate of the late George Cator. (Items 1048.) Sam W. Pattison & Co., 407 North Howard St., Baltimore, Md.

Catalogs Received

Americana, first editions and general literature. (No. 27.) Wright Howes, 1144 South Michigan Ave., Chicago, Ill.

First editions and other books. (No. 65; Items 103.) Alfred F. Goldsmith, 42 Lexington Ave., New York, City.

First editions and other scarce books. (No. 12.) Charles K. Stotlemeyer, Hancock, Md.

The Weekly Book Exchange

How to use "Books Wanted" and "For Sale"

TERMS: Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.

Under "Books for Sale" (not restricted) 15c. a line to subscribers, 20c. to non-subscribers. All other classifications 20c. a line. Bills rendered monthly.

Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin

on a separate line except grouped titles by one author. Objectionable books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.

In answering state edition, condition and price including transportation.

Give your name and address.

Credit responsibility of advertisers is not guaranteed but space in the columns will be denied to dealers who misuse it.

Make Your Ads Legible — Type Them!

BOOKS WANTED

William Abbatt, Tarrytown, N. Y.
Mag. of Am. History. April, 1881. 4.

Abbey Book Shop, Box 144, Lorain, Ohio
Currier & Ives Auction Records, etc.
Knowles Shaw. Morning Star. Songster.
Books on Gems.
Chinese Hand-Carved Ivory, Books on.
Carrington, Panurge, Liseux and similar books.
Odd vols. or broken sets, scarce items.

Abraham & Straus, Bk. Dept., Brooklyn, N. Y.
His Talks With Lincoln. Prefaced by Lord Charnwood. Limited. Riverside Press. 1922.
Trivia. L. P. Smith. Harcourt, Brace.

Adelbert College Library, Cleveland, Ohio
Annual Record of Science and Industry. Vol. 3. 1873.
Cicero. Letters. Trans. Shuckbergh. Vols. 3 & 4. Bohn's Library.
Coon. The Foreigner in Hellenistic Comedy. 1920.
Huxley, Aldous. Crome Yellow.
Ibsen. Works. Ed. by W. Archer. Vol. 1. League of Youth, Pillars of Society, Doll's House; Vol. 2, Ghosts, Enemy of the People, Wild Duck.
Law. Studies in the Songs of Plautine Comedy. 1922.
Preston. Studies in the Diction of the Sermo Amatorius in Roman Comedy. 1916.

Wilkins, c/o Air Law Review, Washington Sq., E., New York
Books, pamphlets and other material on balloons, flying machines and aeronautics.

Alcove Book Shop, 936 B'way, San Diego, Cal.
Archery. Books on, before 1900.
Sci. & Health. Lea. After 1907. Several.

Approved-Books Store, 1721 Spring Garden St., Philadelphia
Immortality. Landis.

Archway Bk. Store, 47 N. 9th St., Philadelphia
Romance of Japan. Scherer.
Civilization of China. H. A. Giles.
Pageant of India. Waley.
New England Primer with God Save the King on page 14. 1st ed. preferred.
David Brainerd. Journeys Among Pa. Indians.

Argosy Book Stores, 45 Fourth Ave., New York
De Voradine, J. Golden Legend.
Moultrie, W. American Revol. Vol. 1 only. N. Y. 1802.
Marshall's Washington. Vol. 4 only. 1926 ed. Buckram.
Forensic Oratory. Wm. C. Robinson.

Argus Book Shop, 333 S. Dearborn St., Chicago
Adventures of an Illustrator. Pennell. Used copy.
Verne, Jules. Journey to the Center of the Earth. Early Scribner ed. with original illus.
The Book House for Children. Vol. 1 only.
Munsterberg. Psychology and Industrial Efficiency.
Wister, Owen. Jimmy John Boss; Lin McLean; The New Swiss Family Robinson. 1st eds.

Associated Library Exch., 15 W. 44th St., N. Y.
Light as a Motive Power. Armit. Vol. 2 only.
Unknown Mexico. Lumholtz. Vol. 2.
In the Forbidden Land. Landor. Vol. 2.
Chronicles of Clovis. Blue clo. Saki.
Aaron, the Runaway. Harris.
London Labor and London Poor. Mayhew.
Werewolves, Book of.
Cruise of The Vega.
John Inglesant. Shorthouse.
Mrs. Beaton's Cook Book.
Old Maps of Cuba and Quebec.
Ency. Britannica. Recent ed. at low price.
King Arthur. Illus. Christy.
Bk. about Paper Currency. Dwiggin. Ltd. Eds. Club.

Jos. Baer & Co., Hochstr. 6, Frankfurt a.M., Ger.
Goodspeed. Papyri fr. Karanis. Stud. in Class. Philology. 1900; Greek Papyri fr. Cairo Mus. 1902.
Journal of American Oriental Soc. IX, 1; XXXIII, 1; XLII, 1, 2.
Bulletin of Americ. Mathematical Soc. Vol. XXXIV, no. 1.
American Journal of Mathematics. Vol. 50, no. 1.
Senner. Study of Oil Burner as Applied to Domestic Heating. 1931.
Gas Age Record. Vol. 53, 1924, nos. 22, 23, 24, 25, 26.
Mineral Industry. Vol. 25, 1916; vol. 26, 1917.
Official Gazette U. S. Patent Office. Vol. 259, 1919, nos. 3, 4; 261, no. 5; 263, no. 1; 264, no. 1; 265 complete; 266, no. 1.

Jos. Bear—Continued

- Miller. Reservations to Treaties, Their Effect, etc. 1919.
 Larsen. Microscopic Determination of Non-opaque Minerals. 1921.
 Yale Review. Vol. 21, no. 2.
 Cleef. Index Antiphonteus. Bost. 1895.
 Railway Age. Vol. 92, 1932, nos. 1 to 10.
 Heat Treating and Forging. Vol. 16, 1930, nos. 1 to 4.
 Gallaudet. Manual of Intern. Law. 5th ed. 1901.
 Griffin. List of Reference on Recogn. Intern. Law. 1904.
 Singer. Internat. Law. 1918.
 Littel. Neutralisation of States. Meadville, Pa.
 Henshaw. Latinity of Poems of Hrabanus Maurus. Chicago. 1929 (probably dissert.)
 Saturday Review of Literat. Vol. 8-1931-32, no. 15 only.
 Bulletin of Torrey Botanical Club. Vol. 7, no. 5; vol. 8, nos. 2, 10, 11; vol. 11, nos. 1, 2; vol. 12, nos. 2, 3; vol. 17, no. 9.
 Power. McGraw-Hill. 1932. No. 2.
 Poe. Works. Ed. Harrison. Virginia ed. 17 vols. 1902.
 Jeffers. Descent to the Dead. 1932.
 Good. Hiedelberg Catechism in Pict. & Story. 1913.
 Modern Philology. Vols. 11; 12, 1-3; 17; 19, 1-2.
 Stapleton. Intervent. and Non-intervent. or the Foreign Policy.
 Ludwig. Consular Treaty Rights. 1914.
 Moore. Asylum in Legations and Consul. 1892.
 De Burgh. Elements of Maritime Intern. Law. 1868.
 Mattern. Employ. of Plebiscite in Determinat. of Sovereignty. 1920.

Bailey's Bk. Store, Vanderbilt Sq., Syracuse, N.Y.
 Yes, Lady Saheb. Grace Seton.

Baker & Taylor Co., 55 Fifth Ave., New York

- Adams. Book on Lilies.
 Allen, H. Israfel. 2 vols.
 Beer. Old Colonial System.
 Bishop. Winged Warfare.
 Bodilly. Fighting Merchantmen.
 Borrow. Welsh Poems and Ballads
 Brackett. Poetry for Home and School. 2.
 Brandenburg. From Bismarck to the World War.
 Browne. Golden Poems by British and American Authors.
 Carrington. Beacon Lights of Patriotism.
 Carrington. The Quiet Hour.
 Cornell Univ. Studies in Philosophy. Vols. 3 & 8. 1 ea.
 Crane. Old Mother Hubbard Picture Book.
 Cross. Hundred Great Poems. 2.
 Cutting. Stories of Married Life.
 Ford. Every Day in the Year.
 Forster. Life of Sequoyah.
 Foster. Lost Gallion.
 Fromentin. Old Masters of Belgium and Holland.
 Green. Complete Plays. Ed. T. Dickinson.
 Harvey, W. H. Coin on Money. 2.
 Helps. Songs and Ballads from Over the Sea.
 Hudson. Promised Land.
 Jane's Fighting Ships. 1919 or 1920 ed.
 Kanakuzen. Revolutionary Days.
 Kellogg. Shell Fish Industries.
 Linn. Golden Gleams of Thought.
 Mellwain. The High Court of Parliament.
 Mabie. American Ideals; Backgrounds of Literature; Books on Culture; Essays on Work and Culture; Essays Every Child Should Know; Essays in Literary Interpretation; Essays on Nature and Culture; Famous Stories; Hero-

Weekly Book Exchange

Baker & Taylor—Continued

- ines Every Child Should Know; Life of the Spirit.
 Marlon. The Non-Casket Mystery.
 Marsland. Interpretative Reading.
 Monroe. Encyclopedia of Education. Vols. 1, 2, 3; Humorous Readings. 2; Miscellaneous Readings. 2.
 Renouvin. The Immediate Origins of the War.
 Rice. The Humbler Poets, 1885-1910.
 Rousseau. Emile. Trans. Payne.
 Rinehart. Tenting To-night.
 Untermeyer. Miscellany of American Poetry. 1922 and 1925. 1 ea.
 Van Wagenen. Manual of Hydraulic Mining.
 Webster. Congress of Vienna.
 Taylor. Elements of Metaphysics.
 Mistral. Memoirs. Trans. Maud; Lyrics from Provencal by Strettell.
 Pancoast. Vista of English Verse. 2.
Ball & Wilde B'kshop, 80 Broad St., New York
 New Lands. Fort. Liv.
 Four Brothers in Blue. Robert G. Carter.
 Trigger Fingers. White. Putnam.
 Ex Libris Carissimis. Morley. 1st ed.
 South American Archaeology Thos. A. Joyce.

Banner Bookshop, 114 Fourth Ave., New York
 Fuch. Ophthalmology. Ed. by Duane.

Baptist Bk. Store, 223 W. 1st St., Oklahoma City, Okla.

Compendium of the Gospels. Bledsoe.
 Christ on the Cross. John Stevenson.

Baptist Sunday School Board, Nashville, Tenn.
 Spurgeon. Metropolitan Tabernacle Sermons. Complete set.

Barnes & Noble, 76 Fifth Ave., New York
 Cowen. Herkimer and Schuylers. Munsell Co.
 Robinson. Forensic Oratory. Univ. Press. Wilson & Sons.
 Earle. Old Time Schools and Schoolbooks.
 Irvine. Alice and a Family. Macmillan.
 Gunsaulus. Monk and Knight.

Jack Barnett, 41, Store St., London W.C.1, Eng.
 Autograph Collection. Historical and Literary wanted for immediate cash.

Bay Tree Book Shop, 571 Delaware Ave., Buffalo
 Buck. Good Earth. 1st ed.
 Tennyson. Maud. Vol. by itself.

Beacon Bk. Shop, 43 E. 45th St., New York
 Look Homeward Angel. 1st.

Bender's Bk. Store, 84 Fourth Ave., New York
 Kent. Racing Life of George Bentinck.
 Branning. Americans of Royal Descent.

Benziger Bros., 36 Barclay St., New York
 DeWulf. Scholastics. Old and New.

Berger's Bk. Mart, 145 N. Market, Frederick, Md.
 Colonial Homes of Maryland and Delaware. Hammond.
 Early German Settlers in Western Maryland. Schultz.

Beyer's Book Shop, 8 E. 29th St., New York
 Bruckner. Hist. Russ. Literature (Kno).
 Carducci. Selections.
 Croce. Goethe.
 Goldoni. The Liar.
 Gorky. Lower Depths.

Books Wanted—Continued

Beyer's—Continued

Huysmans. *La Bas.*

Harris. *Contemp. Portraits.* 1, 3, 4.

Leopardi. *Poems and Dialogues.*

Moore. *Sister Therese.*

Sevigne. *Letters.* 2 vols.

Biola Bk. Rm., 536 S. Hope St., Los Angeles
John Bunyan. *The Doctrine of the Law and Grace Unfolded; Saved by Grace; Nature and Perpetuity of the Seventh Day Sabbath, and Proof That the First Day Is the True Christian Sabbath.*

A. F. Bird, 22, Bedford St., London, W.C.2

Brantt. *Metal Worker's Handy Book.*

Keith. *Domestic Practice.*

Axon. *Private Life of President Wilson.*

P. & H. Bliss, 154 Church St., Middletown, Conn.

J. R. Howard. *Educational Nuggets.*

O. Sheperd. *Joys of Forgetting.*

Audsley & Bowes. *Keramic Art of Japan.*

Book Shop, 103 N. 2nd St., Harrisburg, Pa.

John of Oregon. *Poling.*

Handbook of the Turf. Boardman.

Book Shop, 130 N. Michigan St., South Bend, Ind.
Potomac Landings. Paul Wilstach.

Book Shop, 702 Washington St., Utica, N. Y.
Earthworks Out of Tuscany. Maurice Hewlett.
Good condition, old or new.

Book Supply Co., 564 W. Monroe St., Chicago
Luck on the Wing. Elmer Haslett. Dutton.

Booke Shop, 4 Market Sq., Providence, R. I.

Journal of Small Things. Helen Mackay.

Elinor Wylie. *Collected Poems.* 1st ed.

The Bookery, 1647 Welton St., Denver, Colo.

Diseases of Women and Easy Childbirth. Tilden.

Care of Children. Tilden.

Venereal Diseases. Tilden.

Natural Way in Diet. Anderson.

De Oratorie. Cicero.

Books of Stück's, 40 W. Market St., Wilkes-Barre, Pa.

Hobbes, John Oliver. *Works.*

Brooks, C. S. *Journeys to Bagdad.*

Souvestre, Emile. *The Attic Philosopher.*

Demosthenes on the Crown. Goodwin, W. W.

Landscape Painting. Stokes, Adrian, R.A.

Bookshop for Boys & Girls, 270 Boylston, Boston
Armer. Waterless Mountain. 1st ed. Longmans.

Charles Bragin, 1525 W. 12th, Brooklyn, N. Y.

Dime Novels. Boys' 5 and 10 cent libraries and weekly story papers published by Beadle, Beable & Adams, Tousey, Munro, Ivers, Street & Smith, DeWitt, and others.

Brentano's, 63 E. Washington St., Chicago

The Wind. Scarborough.

Noa-Noa. Gauguin.

Splendid Wayfaring. McFall.

Lexicon and Masonic Terms and Dictionary.

Art and Science Personal Magnetism. Dumont.

Cecil Rhodes. Williams.

Amalia, Marmal. Trans. Serrano.

Sources of St. Augustine's de Civita Dei.

Heart's Haven. Katherine Blake.

Herod Family. Ferguson.

Herod, Great King of Judah. Wise.

Brentano's, 1 W. 47th St., New York

Belloc. *More Peers.*

Betham. *French Vignettes.*

Benson. *Upper Room.*

Cummings. *Enormous Room.*

Eschenbach *Parzival.* Eng. ed.

Ferguson. *Father Tom and Pope.*

Freeston. *High Road of Alps.*

Fisher. *Stabilizing the Dollar.*

Fletcher. *Law of Rhythmic Breathing.*

Galbreth. *Applied Motion Study.*

Hyde. *Self Measurement.*

Hayden. *Dictionary of Dates.* Last ed.

Hammond. Chaucer. *Biographical Manual*

Lear. *Nonsense Rhymes.*

Lebensohn. *History of Spectacles.*

New York Not So Little and Not So Old.

Patriarchate in Ottoman Empire and Especially in Egypt.

Picton. Spinoza.

Smith. *Trivia; More Trivia.*

Stockley. *Blue Aloes.*

Stocking & Lothoroh. *Business Man of Syria.*

Stevens. *By Tigris and Euphrates.*

Stejneger & Barbour. *Check List of N. Amer.*

Amphibians and Reptiles. 2nd ed.

Tadd. *Daffydils.*

Vallari. *Savanarola.*

Whitney's Life of Lincoln. 2 vols. 1908.

Brentano's, 1322 F St. N.W., Washington, D. C.

Northrop. *Beautiful Gems of Thought.*

King. *Way to Santiago.*

Egan. *Recollections of a Happy Life.*

Hill. *Two Great Questions.*

Marquis. *Hermione.*

Limbert. *Jesus, Prophet of Galilee.*

Bridgman & Lyman, Northampton, Mass.

McKenzie. *96 Hours' Leave.*

M. H. Briggs, 506 S. Wabash, Chicago

Best prices in quick cash for following:

Western History: Any book, pamphlet, map, view, manuscript, early magazine or newspaper files, dealing with the pioneer history of any state west of Pennsylvania.

Overland Journeys to the West.

Narratives of Explorers and Pioneers.

Tales of Indian Fighting and Captivities.

Pony Express, Overland Stages and Mail.

Western Gold Fields and Mining Life.

Cattle Trade, Ranch and Cowboy Life.

Santa Fe Country, Trade and Traders.

Rangers, Outlaws, Vigilance Committees.

Railroads, especially to Pacific.

Chicago. *Directories, street maps, views, guides, almanacs, etc., before 1871.*

Abraham Lincoln. *Autograph material, photogs., colored portraits, cartoons, songs, songsters. Unusual books, pamphlets, broadsides, entirely by or about Lincoln. Any date or language.*

It will pay well to quote anything above.

Britannica Book Shop, 342 Madison Ave., N. Y.

Beauty and the Beast K. Norris. \$2.00 ed.

Winkler, J. K. W. R. Hearst, an American Phenomenon.

Brown's Bk. Shop, 621 State, Madison, Wis.

Swift. *Works.* Ed. by Roscoe.

Bullock's, Bk. Dept., Los Angeles, Cal.

Moneyless Man. Henry G. Stanton.

Burton's, 1243 St. Catherine St., Montreal, Can.

Charlesworth. *Candid Chronicles of a Newspaper Man.*

Burton's—Continued

Franz Boas. Handbook of the American Indian Languages. Vol. 1. Pub. Bureau of Ethnology, Supt. of Documents, U.S.A.

E. C. Buxbaum, 1811 E. Wood Pl., Milwaukee, Wis.

National Geographics. 1888-1905. No offers.

Cannell & Chaffin, 3000 Wilshire Blvd., Los Angeles, Cal.

Life of John Marshall. Albert J. Beveridge. Autographed 4-vol. ed.

Cape Ann Old Book Shop, Rockport, Mass.

Abbey, E. A. Anything by or about.

Colored Chart of Clouds. Wash.

Chesterton, G. K. Geo. Bernard Shaw.

Ibsen, H. Vol. 11 only. Scribner set.

M. J. Catlin, 3424 W. Adams St., Chicago

Cather. Lost Lady. 1st trade. d/w

Collins. John Jasper's Secret.

Mystery of Edwin Drood. Any continuation of; or anything on.

McDonald. The Rasp.

Linweave Limited eds.

Centaur Bk. Shop, 1224 Chancellor St., Phila.

Louis Bromfield. 1st eds.

Saddle and Songs; Anthology.

Claude Anet. Ariane.

Central Book Co., 93 Nassau St., New York

Railroad Commission, Public Utilities and Opinions of the Attorney General Reports of All States.

Constitut'l Convention Debates, Jrnl.s.; Bar Assoc. Repts.; Law Jrnl.s.; early Laws of all States.

Geo. E. Chalmers Co., 79 Merchants Row, Rutland, Vt.

Dane, Clemence. Regiment of Women.

Garnett. Eve Walks in Her Garden.

Lee. Marble and Marble Workers.

Merrill. Stones for Building and Decoration.

Nansen. Farthest North.

Porter. What Rome Was Built With.

Vaizey. Pixie O'Shaughnessy.

G. M. Chandler, 75 E. Van Buren St., Chicago

Adams. Nature of Law; Gold Standard. Pamphlet.

Andrews (Shang), Any of his stories.

Busch. Max and Maurice.

Coronado. In Trail Maker Series.

Hay. Unseen Hand.

Lakeside Classics. 1904.

Leigh. 10 Years on Georgia Plantation.

Whitcomb. Source Book the Renaissance.

Charles Bk. Haven, 328 W. 34th St., New York

Aviation Magazine. March 24, 1924.

Chaucer Head Bk. Shop, 32 W. 47th St., N. Y.

Morley. Ex Libris Carissimis.

Gade. Charles XII of Sweden.

Guedalla. Wellington.

Rand. Flowers for Parlor and Garden.

Chemical Catalog Co., 419 Fourth Ave., N. Y.

Cotton-Cellulose, Its Chemistry and Technology. Hall. Published 1926.

Chicago Theological Seminary Lib., 5757 University Ave., Chicago

Pyne, Z. K. J. P. Palestrina. Dodd, Mead.

Churchill B'kshop, 745 1/4 So. Alvarado St., Los Angeles, Cal.

Whiting. Kate Field.

Weekly Book Exchange

E. F. Clark Bk. Shop, 702 A Yale Sta., New Haven, Conn.

The Peterborough Idea. E. A. Robinson.

Thoreau's Last Letter. Amemia, 1925. E. A. Robinson.

Colesworthy's Bk. Store, 66 Cornhill, Boston

History of Shoe & Leather Industry. McDermott.

Autobiography of Chas. G. Finney.

Practical Shipbuilding. Campbell Holmes.

Columbia Univ. Bk. Store, 2960 B'way, N. Y.

Kennedy. Free-lance Writers Handbook. Writer's Pub.

Dewey. Essays in Experimental Logic. U. of Chicago.

Hammond, E. Chaucer, a Bibliographical Manual.

Chester, George Randolph. Young Wallingford; The Jingo.

Columbia Univ. Library, New York

Artschwager & Smiley. Dictionary of Botanical Equivalents. 2nd ed. 1925. Williams & Wilkins.

Hudson, Stephen. Richard Kurt. Secker.

Huxley, A. Limbo; Mortal Coils; The Young Archimedes. Doran.

Luckiesh. Color and Its Applications. Van Nostrand.

Perez Galdos, Benito. Dona Perfecta. Am. Bk. Co. 1903.

Petrarch. Letters to Classical Authors. Trans. Cosenza. 1910. Chicago Univ. Pr.

Saintsbury. Early Renaissance. Scribner.

Taylor. Plato. 2nd ed. MacVeagh.

Turrell. Contemporary Spanish Dramatists. R. G. Badger.

The Counting House, No. 13 T Wharf, Boston

Duniway, A. J. Captain Gray's Company. 1859.

Redpath. Hand-Book to Kansas Territory.

Brayton, M. The Indian Captive.

Gilpin, W. Central Gold Region.

Greeley, Horace. Overland Journal from New York to San Francisco.

Sanborn, F. B. Life of Bronson Alcott.

Alcott, L. M. Jack and Jill. 1st ed.

Barber. Anglo-American Pottery. 2nd ed.

T. O. Cramer Bk. Store, 1321 Grand Ave., Kansas City, Mo.

Arthur Train. Any Mr. Tutt Stories.

Henry Rowe Schoolcraft. Scenes and Adventures in the Ozark Mountains of Missouri.

Dale Bk. Store, 219 S. Illinois St., Indianapolis

American Journal of Psychology. Vols. 1 to 29, inc., or any odd vols.

American Magazine of Art. Vols. 1 to 12, inc. Any odd vols.

Indiana County Histories.

Any Indiana Material.

The following Indiana County Histories are especially wanted: Broun; Morgan; Monroe; Tipicanoe; Boone.

Dartmouth B'kstore, 265 Dartmouth St., Boston

Benson, E. F. Lucia in London; Queen Lucia.

Dartmouth Bookstore, Hanover, N. H.

Huxley. Crome Yellow.

Dartmouth College Library, Hanover, N. H.

Beer. British Colonial Policy.

Budge. Assyrian Sculptures in British Museum.

Cummings. XI.I Poems.

Books Wanted—Continued

Dauber & Pine Bookshops, 66 Fifth Ave., N. Y.
 Carryl, Guy Wetmore. Any Books.
 Gomperz. Greek Thinkers. Vol. 4.
 Ibsen. Peer Gynt. Illus. MacKinstry.
 Lea. Inquisition. Vol. 1. 1888.
 Marx, Karl. Capital. 3 vols.
 Masonic Encyclopedia
 Ridgway. A Nomenclature of Colors.
 Tarbell. Tariff of Our Times.
 Taussig. State Papers on the Tariff.
 Taverner. Birds of Eastern Canada. \$2.00.
 Reports U. S. Fish Com. before 1880. Per vol. \$1.00.
 Hart. Reputations Ten Years After.

C. L. Dauphinee, 1700 Walnut St., Phila.
 Moore, Clement C. New York Book of Poetry. 1st ed.
 Hazlitt, Wm. 1st eds. only.
 Cervantes. Don Quixote. Vierge ed. 4 vols.
 Pyle, H. 1st eds. only.

Dixie Bus. Bk. Shop, 81 Nassau St., New York
 Sprague. Philosophy of Accounts.
 Paciolo. Double-Entry Bookkeeping.
 Swenson, R. J. National Government and Business.
 Young, James T. The New American Government and Its Work. 2nd ed.
 Jones, Elliot. The Trust Problem in the United States.
 Crecraft, E. W. Government and Business.
 Henderson, G. C. The Federal Trade Commission.
 Borchard. Convicting the Innocent.
 Frankfurter. Mr. Justice Brandeis.
 Laski. Studies in Law and Politics.
 Cardozo. The Growth of the Law; The Nature of the Judicial Process.
 Pound. An Introduction to the Philosophy of Law.
 Chambless, Edgar. Roadtown.

Doubleday, Doran Book Shops, Garden City, N.Y.
 War Birds. Springs (with the list of the men who were members of the detachment, in the back of book).
 God's Book Speaking for Itself. Cook.
 A Guide to Modern Cookery. Escoffier.
 The Way of the Cross. Mantle.
 With the Help of God and a Few Marines. Catlin.
 Bible Encyclopedia. Fausset.

Doubleday, Doran, Penna. Term., 32nd St. at 7th Ave., New York
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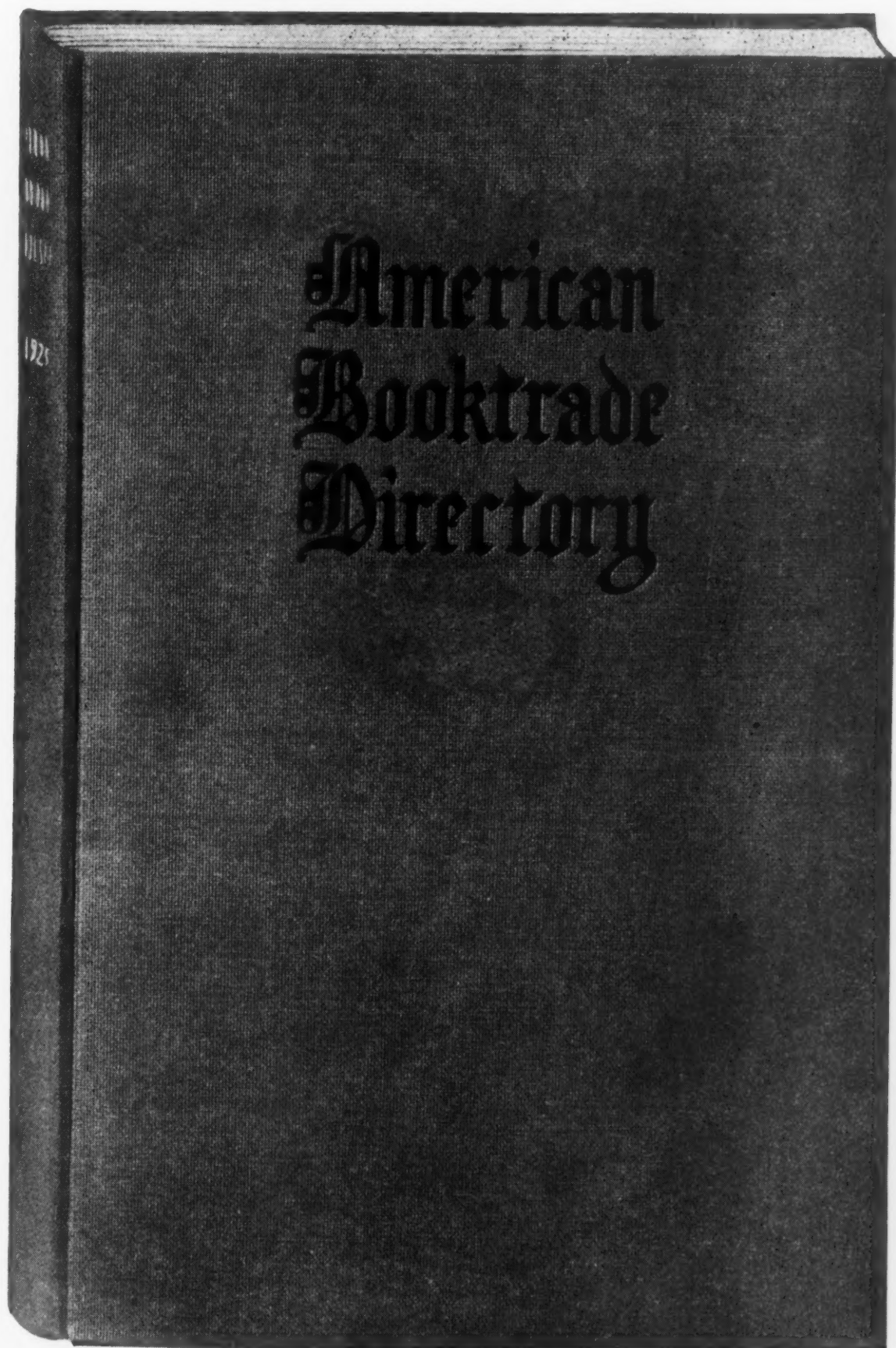
Forthcoming Issues

❀ ❀ ❀ A short time ago Roger Johnson of Johnson's Book Store, Springfield, Mass., asked Richard F. Fuller of the Old Corner Book Store in Boston to make a survey of his store and of the methods of conducting his book department. In next week's issue we will carry the report that Mr. Fuller submitted to Mr. Johnson following a two-day inspection. We believe that both publishers and booksellers will be intensely interested in what this report shows. Under "present conditions" Mr. Fuller says "with your stock control system, what you have accomplished is little short of miraculous. You have reduced your stock on hand from over \$50,000 retail to less than \$12,000 retail thereby increasing your turnover from a little better than 1 to over 6½ times." How this was accomplished is included in Mr. Fuller's report. ❀ ❀ ❀

❀ ❀ ❀ The problem of remainders is one which occupies the attention of bookseller and publisher alike. Many booksellers consider a solution of this problem the first essential step toward a rehabilitated business. The *Publishers' Weekly* has interviewed a number of publishers concerning the remainder problem and will present a consensus of their views on the subject in an early issue. ❀ ❀ ❀

❀ ❀ ❀ In this week's issue we carry the story of the Personal Bookshops in Boston. During the summer months, we will present stories of a number of other bookstores which we think will be of interest to the booktrade in general. Dale Warren, publicity director of Houghton Mifflin, has written a story about bookselling in Bermuda which will appear within a few weeks. ❀ ❀ ❀

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